Web Designer & UX/UI Specialist

Jessica Segura

Web designer & frontend developer with 8 years of experience. I create functional, user-centered websites from layout to code, blending design and development with a constant drive to learn and grow.

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EXPERIENCE

WEB DESIGNER

Punto Reactivo | 2024 – Present

• Responsible for web design and development with a focus on UX/UI and front-end programming in Wordpress.

• Led development of Honda and Hyundai websites for Dalton using HTML, CSS, and JavaScript.

• Collaborated with engineers and implemented SEO across 7 automotive websites.

FREELANCE WEB DESIGNER

2023

• Designed custom websites with advanced technical and design skills.

• Managed WordPress, Shopify, CPanel, and domain setup.

• Delivered tailored designs with basic coding based on client needs.

Mid-level WEB DESIGNER

Punto Reactivo | 2019 – 2022

• Created web visuals with focus on structure, content, and usability.

• Gained experience in basic coding, testing, and client communication.

• Evolved from graphic design to full web development tasks.

PRODUCT DESIGNER

Artesanía Digital | 2017

• First digital design role, supporting visual web projects.

• Built foundational skills in digital environments and design tools.

LANGUAGES

Spanish – Native

English – Fluent / Full professional proficiency

📖 jessegura.me

SKILLS

UX/UI Design   WordPress & Shopify

HTML, CSS, JavaScript   Wireframing

SEO Basics   Prototyping   Front-end

Adobe Creative Suite   Problem-Solving

Adaptability   User Flows   Teamwork

Figma   CPanel

EDUCATION

ITESO – Universidad Jesuita de Guadalajara

Bachelor's Degree in Integral Design | 2015 – 2019

•Research assistant for the short film "Cuidar los años".

• Social design projects with small businesses and underserved communities.

Yonsei University – South Korea

Exchange Program in Human Ecology | 2018

• Focus on organizational behavior, consumer behavior, and luxury brand management.

CERTIFICATIONS

Basic Artificial Intelligence Course

– CANIETI | Jul 2024

Introduction to HTML, CSS & Javascript

– SheCodes | Aug 2023