

Jhonatan Wilson Durán Cazar

UI/UX Designer

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PROFESSIONAL SUMMARY

UI/UX Designer with **6+ years of experience** building scalable digital products. Specialized in crafting intuitive interfaces for **web and mobile platforms** using **Design Thinking** and **user-centered design** methodologies, with **Figma** as primary design tool. Proven ability to collaborate with cross-functional teams to transform complex business requirements into accessible, high-impact digital experiences. Highly detail-oriented with a strong track record in remote and dynamic environments.

EXPERIENCE

UI/UX Designer & Developer · Golden Companies

January 2025 – Present [1 year] Quito, Ecuador On-site

Responsibilities

- Led end-to-end UX/UI design of an **AI-powered SaaS platform** for web and mobile (iOS/Android), from user research and ideation through final developer hand-off, applying **Design Thinking** methodology throughout.
- Built and maintained a **scalable Design System** based on Atomic Design principles using Figma (Auto Layout, Design Tokens, components, and variants) to maximize reusability and team efficiency.
- Executed **UX research processes** including user interviews, heuristic evaluations, competitive benchmarking, friction-point identification, and opportunity mapping.
- Conducted **A/B testing** in early-stage sprints to validate design hypotheses through prototypes, leveraging **Maze** for structured feedback collection.
- Performed post-launch usability analysis using **PostHog** and **Microsoft Clarity** to monitor behavioral patterns and inform iterative improvements.
- Owned **design QA** — validated visual and functional consistency between design specs and production builds, working closely with Frontend and Product teams.
- Leveraged **AI-assisted design tools** to accelerate ideation, wireframing, and workflow optimization.

Key Achievements

- Reduced drop-off rates by 15%** on critical user flows by redesigning high-friction sections, directly increasing user satisfaction and task completion rates.
- Successfully delivered the full web and mobile product** (Android & iOS) with pixel-perfect visual consistency and a seamless mobile-first experience.
- Led a **successful product redesign** that replaced the legacy interface with a cleaner, more structured UI — significantly improving information clarity and reducing cognitive load.
- Optimized key user flows through research-driven iterations, enabling users to complete core tasks with **greater speed and less friction**.
- Reduced development rework by validating design decisions through **A/B-tested prototypes** before implementation, ensuring every design change was backed by evidence.

Software Engineering Consultant · Aktiun

February 2023 – September 2024 [1 yr 8 mos] Virginia, USA Remote

Responsibilities

- Identified and analyzed platform challenges and client needs, proposing and implementing innovative solutions to improve functionality.
- Collaborated cross-functionally to optimize platform performance, triage critical issues, and ensure consistent behavior across all devices.
- Implemented **responsive designs** and optimized user experiences to ensure smooth navigation and usability across viewports.

- Conducted thorough **code reviews**, enforcing quality standards and best practices to maintain a robust, maintainable codebase.

Key Achievements

- Significantly improved **web accessibility compliance**, delivering an inclusive experience for users with diverse abilities. By leveraging **Storybook** and additional accessibility testing tools, the team **exceeded 89% approval** on accessibility audits — well above baseline.

UI Designer & Web Developer · Golden Companies

October 2018 – February 2023 [4 yrs 5 mos] Quito, Ecuador On-site

Responsibilities

- Partnered closely with cross-functional teams to deeply understand client needs, then prototyped and implemented solutions aligned with both business goals and strong user experience.
- Contributed to visual standardization and component consistency across the platform.
- Drove continuous UX improvements through iterative cycles informed by **user feedback and real usage data**.
- Collaborated with backend teams to identify and streamline time-consuming processes, improving overall workflow efficiency and leading the rollout of new product features.
- Mentored and onboarded new team members, guiding them through tools and practices to accelerate their ramp-up.

Key Achievements

- **Modernized the product's visual experience** during a tech migration to React, improving usability, visual cohesion, and perceived performance.
- Designed and implemented user-friendly interfaces that **significantly reduced task completion times**; these components were reused across multiple company products, elevating the overall user experience.
- Co-led a **successful migration from AngularJS to React**, delivering a visually polished and intuitive interface that meaningfully improved UX — resulting in notable platform performance gains and a substantial increase in the product's client base.
- Improved platform **scalability and modularity** by decoupling key services and developing robust microservices for backend optimization, resulting in faster response times and lower maintenance overhead.

SKILLS

UX/UI: Figma · FigJam · UX Research · Design Systems · Prototyping · A/B Testing · User-Centered Design · Heuristic Evaluation · Usability Testing · Information Architecture · Accessibility · Microinteractions · Typography · User Interviews · PostHog · Maze · Microsoft Clarity

Frontend Development: JavaScript · React · Next.js · TypeScript · Node.js · HTML · CSS · Tailwind CSS · Responsive Design · Accessibility

Soft Skills: Cross-functional Collaboration · Communication · Attention to Detail · Proactiveness · Adaptability · Problem-Solving · Critical Thinking · Agile Methodologies (Scrum/Kanban)

EDUCATION

B.Sc. in Computer Engineering · Universidad Central del Ecuador

2011 – 2017 · Quito, Ecuador

CERTIFICATIONS

User Experience: The Beginner's Guide · IxDF – Interaction Design Foundation

LANGUAGES

Spanish (Native) · English (Professional Working Proficiency)