Jaime Velasquez Jr.

Senior UI/UX Web Designer with 9 Years of Experience

Address

San Jose De Buenavista, Antique Philippines

Objective

Passionate UI/UX Designer with 8 years of experience in the field, a keen eye for detail and a drive for creating exceptional digital experiences. Dedicated to understanding user needs and behaviors to craft intuitive interfaces that seamlessly meld aesthetics with functionality. Eager to contribute creativity and technical skills to elevate user satisfaction and drive business success.

Employment & Freelance

Graphic Designer / Web Designer

REMOTESTAFF AGENCY   November 2019 - January 2021, 2 Years, Australia, Remote

- Design logo and brand, business cards, flyers, and brand guidelines.
- Wireframe and create Visual Designs both desktop and mobile for websites in Adobe XD or Figma.
- Build the front end of the website from scratch with WordPress and Elementor Pro.
- Set up Dynamic content and custom field plugins.
- Create post and content types and taxonomy templates using WordPress JetEngine Plugins.
- Collaborate closely with the Creative Director and development teams on each of the projects.

UI UX Designer, Web Designer

WEBSOLUTIONSMD & BREAKING HITS APP   February 2017 - November 2019, 2 Years, New York, Remote

- Proficient in Front-End Web Languages and Scripts: HTML5, CSS3, JavaScript, jQuery, Bootstrap.
- Conceptualize and implement designs focusing on Simplicity and User Friendliness.
- Experience in Mobile and Web Responsive Design and Development.
- Create high-quality, visually impactful designs for Social Marketing and Music Cover Promotion.
- Prioritize UI with a strong emphasis on User-Friendly Web Applications.
- Design and conceptualize Branding Ideas and Simple Business Cards for effective Brand Identity.
- Develop quality mock-ups and prototypes using Adobe Products.
- Ensure CSS code consistency across browsers and platforms.
- Maintain Graphic Standards and Brand Identity consistently throughout products and web interfaces.
- Design graphic Social Ads following Social Media size standards.
- Verify Mobile-Friendly design and cross-check for various mobile sizes.
- Develop reusable Web Components for efficient design processes.
- Create and maintain Branding for Social Covers (Spotify, Facebook, Twitter, Google Plus, Youtube).

🔗 **breakinghits.com**

Website Redesign | UI UX (Remote)

NEMO DVING CENTER   August 2022 - August 2024, Dubai, Remote, Part-time

- Redesigns Nemo Diving Center website with a focus on modern design and enhanced user experience.
- Implements an efficient online booking system for PADI courses and diving trips in Dubai and Egypt.
- Integrates WooCommerce, creating a seamless online store with 300+ scuba equipment products.
- Optimizes WooCommerce for secure and smooth transactions, enhancing the shopping experience.
- Establishes dedicated post pages for courses, trips, and products, improving information presentation.
- Utilizes Gravity Forms to create responsive booking and contact forms, boosting user engagement.
- Enhances the shop page with advanced filters for refined product searches.
- Optimizes website speed for a swift browsing experience and improves security measures.
- Create custom post types tailored to the specifics of the diving center's offerings, providing a structured layout for courses, trips, and products.
- Implements JetEngine functionalities for a well-organized website structure.

🔗 nemodivingcenter.com

Skills

- User Experience (UX) Design

  - User research
  - Information architecture
  - Usability testing
  - Interaction design

  - User flows
  - Personas and empathy mapping
  - A/B testing
  - User-centered design (UCD)

- User Interface (UI) Design

  - Visual design principles
  - Layout design
  - Typography
  - Color theory

  - Icon design
  - Wireframing
  - Prototyping
  - Responsive design

- HTML/CSS, Javascript (Basic for UI enhancement)
- Tools and Software (Adobe XD, Figma, Photoshop, Illustrator, Indesign)
- Website Builds: WordPress, Elementor Pro, Breakdance Builder, Custom Post Type, JetEngine, JetSmartFilter, Gravity Form, Contact Form 7, WooCommerce, Payment Integration & Setup

Education

Bachelor of Science in Information Technology

INTERFACE COMPUTER COLLEGE   2011 - 2015, Iloilo