

# ADRIÁN CORONA

UI/UX Designer | Passionate about crafting intuitive digital experiences

📍 Tijuana, Baja California, Mexico  
📞 +52 664-114-3478  
✉ corona.diaz00@gmail.com  
🌐 estudiocorona.com  
🌐 linkedin.com/in/adrian-corona

## EDUCATION

**Digital Graphic Design Engineer**  
CETYS Universidad Tijuana  
2010 – 2014

## CERTIFICATIONS

**Google AI Prompting Essentials**  
Google Career Certificates  
Issued: November 2024

**Boost Mobile UX with UX Design Principles and Best Practices**  
The Interaction Design Foundation (IxDF)  
Issued: January 2024

**AI-Powered UX Design**  
The Interaction Design Foundation (IxDF)  
Issued: December 2023

**Beyond Interfaces: The UI Design Skills You Need to Know**  
The Interaction Design Foundation (IxDF)  
Issued: December 2023

**Foundations of User Experience (UX) Design**  
Google Career Certificates  
Issued: 2021

## PROFILE

UI/UX Designer with over 7 years of experience creating intuitive, visually compelling user interfaces for web and mobile applications.

Passionate about crafting seamless digital interactions that meet user needs and business goals. Currently exploring AI-driven tools to optimize workflows and engagement.

## WORK EXPERIENCE

### UI Designer

**Caliente Interactive** April 2022 – Present  
Tijuana, Baja California, Mexico

- Designed UI components and tools such as navigation menus, search boxes, tabs, and widgets across various digital products.
- Implemented UX research methodologies in the company for the first time, analyzing user behavior to drive actionable design improvements.
- Developed the company's first comprehensive design system to ensure consistency and scalability across platforms.
- Conducted UI testing on elements like CTAs, banners, and page layouts to optimize conversion and user engagement.

### UI Designer

**Live Area** October 2021 – April 2022  
USA (Remote)

- **Ralph Lauren Middle East Project:** Designed and modernized the Middle East version of their website, creating over 80 pages for mobile and desktop to meet Arabic standards.
- **Tommy Bahama Project:** Crafted assets and structured home and landing pages for seasonal updates, enhancing brand consistency and user experience.

# ADRIÁN CORONA

UI/UX Designer | Passionate about crafting intuitive digital experiences

## SKILLS

**Design Tools:** Figma, Sketch, Adobe XD, Illustrator, Photoshop, ChatGPT, Google Gemini, WordPress.

**Technical Skills:** Wireframing, Prototyping, User Research, AI-Assisted Design and Content Tools, Human Interface Guidelines, Material Design, Scrum.

**Soft Skills:** Teamwork, Effective communication, Creativity, Problem-solving, Adaptability, Customer focus, Time management, Attention to detail.

---

## LANGUAGES

**English:** Professional

**Spanish:** Native

## WORK EXPERIENCE

### Front-End UI/UX Designer

LoanPro  
Utah, USA (Remote)

April 2021 – October 2021

- Developed and refined UI elements for marketing sites, focusing on usability improvements and brand consistency.
- Created prototypes for new and existing features to improve software workflows.
- Designed sales landing pages to enhance product visibility and support marketing goals.
- Partnered with product and technical teams to align on design implementation and maintain design consistency across platforms.

### Senior Graphic Designer

Grupo Consultor EFE™  
Tijuana, Baja California, Mexico

May 2019 – December 2020

- **Branding:** Led conceptualization for naming and logo design for various projects, helping companies build a strong brand identity.
- **Web Design:** Designed site layouts, functionality, and navigation to create responsive digital products.
- Developed digital graphics for presentations, flyers, and social media, aligning with corporate branding.

### Web Designer

Caliente Interactive  
Tijuana, Baja California, Mexico

October 2017 – October 2018

- Led the redesign of interior pages of the main product to improve usability and aesthetics.
- Designed digital content for the Russia World Cup 2018 app and designed weekly newsletters.

### Graphic Designer

32MKT  
Tijuana, Baja California, Mexico

May 2015 – October 2017

- Managed full advertising cycle, from concept to production, for regional companies in San Diego and Tijuana.
- Redesigned the packaging for a regional brand product, enhancing the brand's visual identity and appeal to customers.