



PERLA REYES

UI-UX DESIGNER

6+ years designing end-to-end B2B and SaaS products, focused on complex flows, scalable systems, and high-fidelity prototyping, with strong collaboration with engineering teams.

CONTACT INFORMATION

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 Portfolio: perlareyes.com

EDUCATION

- **2024**
Google User Experience (UX) Design Course
- **2020**
Introduction course to interface design and user experience taught by Pilar Morones
- **2016 - 2020**
University of Guadalajara (UDG)
Degree in Design for Graphic Communication

SOFTWARE

Figma, Adobe XD, Photoshop, Illustrator, Rive (animation), GA, Tag Manager

SKILLS

- **Design Systems:** Creation and maintenance for consistency and scalability.
- **Wireframes & User Flows:** Planning of screen structure and user journeys.
- **UX Architecture:** Navigation and information structure design.
- **Prototyping:** Interactive prototypes for early validation.
- **Analytics:** User behavior and performance tracking (GA & Tag Manager).
- **User Research & Journey Maps:** Research and creation of user journey maps to inform decisions.
- **Agile:** Design Thinking and Scrum methodologies.
- **End-to-End Design:** From research to launch, user-centered.
- **AI Usage:** Rapid validation and workflow acceleration.

EMPLOYMENT HISTORY

- **Viajes Lili**
2025 - Present / UI-UX Designer
- **Coderfy**
2025 - Present
UX/UI Instructor: Teaching an online diploma.
- **IMJ Media**
2024 - 2025 / UI-UX Coordinator
- **Ditra Estrategias Digitales**
 - 2021 - 2024 / Front-end Developer & UI-UX Designer
 - 2019 - 2021 / Digital Marketing Designer
- **CUCS - Universidad de Guadalajara UDG**
2018-2019 Web Designer Internship

FRONT-END LAYOUT MASTERY USING:

- HTML5, CSS3, SASS, Javascript, JQuery, React
- GitHub and GitLab repository systems
- Frameworks and libraries (Bootstrap, MUI React, etc)