



ANGELICA CRUZ ESQUIVEL

SOFT SKILLS

- Critical thinking and problem-solving
- Attention to detail and user-centered focus
- Adaptability and continuous learning
- Interdisciplinary collaboration and autonomy

HARD SKILLS

- Web Development: HTML, CSS, JS, Tailwind CSS, GIT, VS Code | WIX, Shopify, Tiendanube, Bigcommerce | Hostinger, Hostgator.
- Operative System: iOS, Mac, Windows.
- Suites: Microsoft Office, Google Workspace.
- Design: Canva, Capcut.



FEATURED PROJECTS



An art and textile design project that brings art to those who may not have access to galleries or museums.

PROFESSIONAL PROFILE

I am a creative professional and developer with a foundation in visual arts, specializing in UX/UI design and web development. I'm passionate about blending functionality and aesthetics to craft intuitive and engaging digital experiences. My background allows me to fuse technical skills with artistic vision to deliver innovative and effective solutions. I currently work on freelance projects, helping brands and entrepreneurs strengthen their digital identity.

KEY SKILLS

UX/UI Design & Web Development

- Interface design
- Interactive prototyping
- Front-end development
- Responsive layout and accessibility optimization
- CMS implementation
- Version control
- UX/UI design & web development

Branding & Digital Strategy

- Visual identity and brand design
- Creation of visual content for social media
- SEO and search engine optimization
- Digital marketing and e-commerce

EDUCATION

- Cambridge Certification: First Certificate in English (B2) (2023)
- Oracle Next Program (Full Stack Web Development) | Alura Latam (2023)
- Diploma in Illustrated and Picture Books | UNAM (2017 - 2018)
- Bachelor in Visual Arts | UNAM (2012 - 2016)
- Specialized Courses on Cerebra & Domestika and Google:
 - UX/UI and prototyping with Figma
 - SEO and web optimization
 - Character design and coloring in Photoshop
 - Web layout with HTML, CSS, and JavaScript
 - Corporate Identity and Branding

PROFESSIONAL EXPERIENCE

Front-End Developer | Krodox & Via.Site (April 2024 - Jun 2026)

- Development and maintenance of web platforms with UX/UI focus
- Implementation of reusable components using Statamic
- Performance and accessibility optimization

Graphic & Web Designer | One Park Financial (Nov 2023 - Apr 2024)

- Design of conversion-focused web interfaces
- Site development and maintenance with Statamic and Tailwind CSS
- Branding and design of marketing visuals

Graphic, Web Designer & Illustrator | Grupo Valle de México (Oct 2021 - Nov 2023)

- Visual identity and branding development
- Web layout with HTML, CSS, and JS
- Illustration creation for NFT's project
- Video and Photography for socials
- Content for socials