



Contact

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UX Skills

- Competitor Research
- Usability Testing
- Empathy Map
- User Research
- User Journey
- User & Task Flows
- Accessibility
- User Personas

UI Skills

- Branding & Styling
- Grids & Spacing
- Responsiveness
- Wireframing
- Icon Designs
- Prototyping
- App Design
- Information Architecture

Marketing Skills

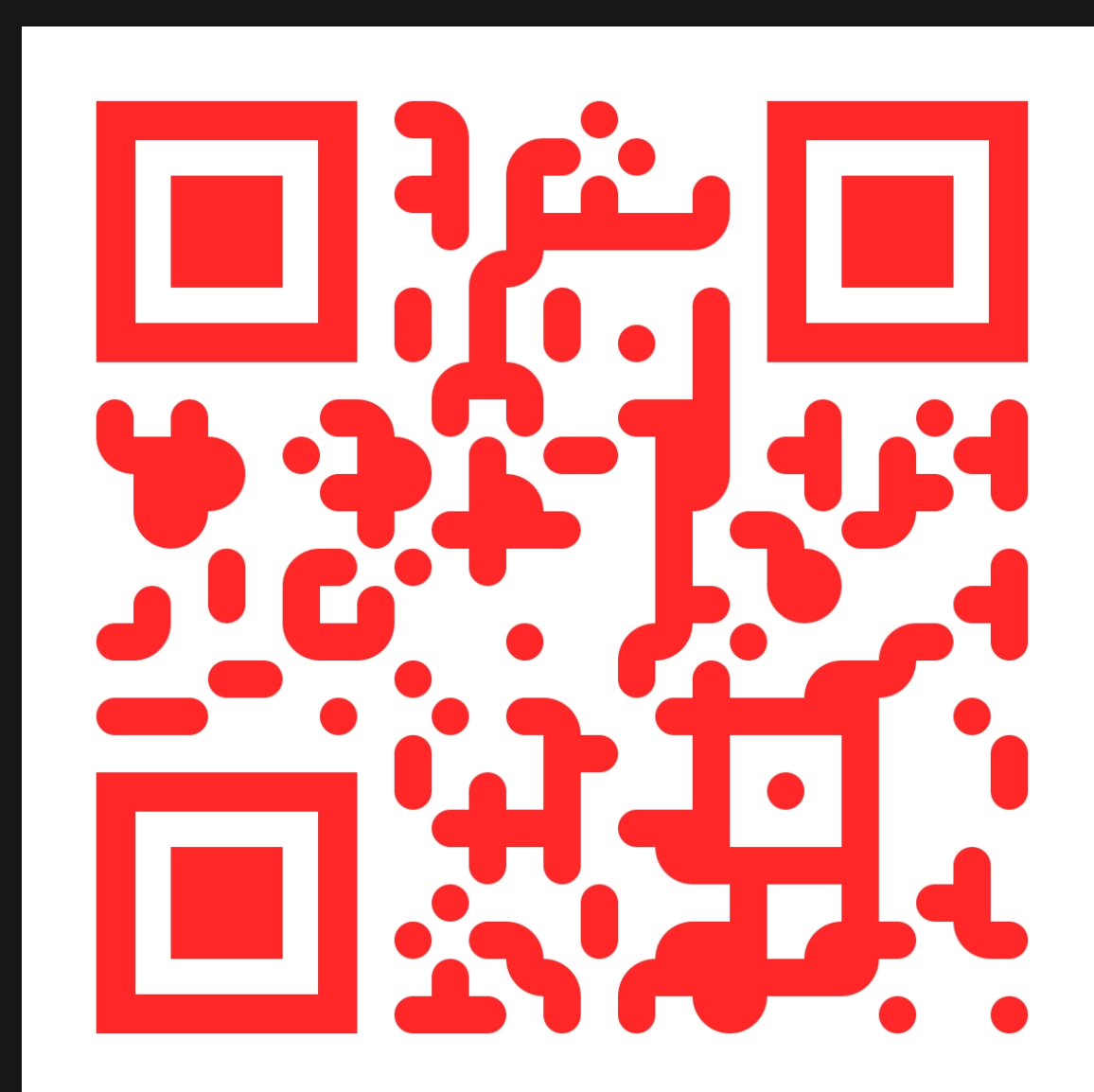
- SEO
- SEM
- Email Campaigns
- Social Media Advertising
- Data Analysis
- Copywriting
- Content Creation
- E-Commerce

Development Skills

- HTML
- PHP
- CSS
- MySQL
- JavaScript
- REACT
- Liquid
- XML

Software Skills

- Figma/XD
- Filmora
- Illustrator
- InDesign
- Photoshop
- Koala
- Premiere Pro
- Excel



SCAN TO SEE PORTFOLIO

Johnathan Perez

I'm a UX/UI Developer set on establishing an experience for the user mixing my skills in development, design, and marketing.

Education

B.A in Web and Social Platforms

Aug 2020 - May 2023

University of Central Florida

Experience

Independent Freelancer

April 2018 - Present

Roles Varied

- Designed and developed websites for clients using website builders, CMS software, and Front-end development.
- Provided design consultation for clients still unaware of what they were looking for, such as designs, icons, layout, and spacing.
- Created custom made vinyl designs to implement onto clothing, wallets, furniture, and computers using Photoshop and Illustrator.
- Put together case studies for clients using empathy maps, user personas, and user flows.

E-Commerce Developer & Strategist

Jan 2022 - Present

Spiclopedia

- Completely redesigned and rebranded their website with new colors, icons, and graphics.
- Edited different media content, such as videos and photos related to social media platforms.
- Managed and strategized different techniques for email campaigns by creating copywriting, subject lines, and email designs.
- Input and managed products onto their e-commerce websites like Amazon, Shopify, Etsy, and Walmart.
- Optimized SEO and constructed a list of keywords for social media and website.
- Designed ads for google and social media platforms.

Marketing Specialist

Nov 2022- April 2023

MIE, Inc.

- Developed, designed, laid out and produced variety of technical illustrations for flyers, signs, and ads.
- Designed and managed social media pages to optimize SEO that can help improves sales.
- Posted on social media creating keywords and hashtags to attract customers to buy and labor workers to sell.
- Create a marketing strategy that can improve more connections on LinkedIn and more followers on the group page.

Graphic Designer

Mar 2021 - Oct 2021

Show and Heal

- Put together a mid-fidelity design that I presented to explain how the website would flow.
- Using my knowledge of CSS and PHP to address any backend or front-end issues of the website.
- Designed flyers and page layouts for projects using Adobe InDesign.

Social Media Manager

June 2020 - Nov 2020

Jax Marketing Solutions

- Crafted visual designs and brand messaging elements for presentation and social media content.
- Updated and provided website maintenance to keep website updated and input keywords to create traffic flow onto website.
- Managed and communicated with customers over social media platforms.