Resume - Andrés Ochoa

UI UX Designer/ Webflow Expert

andresochoadesigner@gmail.com
(+593) 986983979
Loja - Ecuador

About me

UI/UX Designer focused on Webflow development, turning user-centered design into clean, responsive, and scalable Webflow experiences

My experience

- ### Webflow Developer (Freelance) - MJ Unlimited

  USA - Dic 2025 - Present

  I collaborate as a Webflow Developer specializing in the Lumos framework, building scalable, component-based websites and advanced interactive features. My work focuses on clean structure, responsiveness, CMS-driven layouts, and custom interactions to support marketing and service-based websites.

  Tools used: Webflow · Lumos · HTML · CSS · JavaScript

- ### Graphic Designer - FM Marketing (Branding/Design/Marketing)

  Ecuador - July 2025 - Dec 2025

  Being part of the creative team where I create advertising design, brand identity, logo design, and packaging for brands.

  Tools used: Adobe Suite

- ### UI/UX Designer - Difvision (Development/Ecommerce/IT Services)

  Ecuador - July 2025 - Oct 2025

  Responsible for creating all the design for the company, including branding, User Interface, and UX.

  Tools used: Figma - Adobe Suite - Coda - Jira - Slack

- ### UI/UX Designer - Unifcom (Development/Ecommerce)

  Ecuador - Jan 2024 - June 2025

  In charge of developing the design system for the company's Ecommerce platforms, creating developer-ready interfaces, and UX consulting.

  Tools used: Figma - Nng Reading - Baymard Institute Reading - Slack - Zoom

- ### Web Designer - Datum Tecnología (Software Development)

  Ecuador - Sept 2023 - Dec 2023

  Responsible for redesigning the company's page, including copywriting, content strategy, website branding, logo, and Webflow site.

Resume - Andrés Ochoa

UI UX Designer/ Webflow Expert

andresochoadesigner@gmail.com
(+593) 986983979
Loja - Ecuador

- ### Web Designer - Moud Project (Healthcare)

USA - July 2023 - Dec 2023

In charge of prototyping a non-profit page on Webflow to connect resources for opioid treatment in adolescents, including diagnosis methods.

Tools used: Webflow- Relume - Figma - Figjam - Zoom

- ### UI/UX Designer - Xerbero Studios (Music Production)

USA - May 2022 - Aug 2022

Responsible for creating the landing page, covering research, content strategy, storytelling, website branding, and Webflow site development.

Tools used: Webflow - Figma - Figjam - Zoom - Coda

- ### UI/UX Designer - Kiive Audio

Canada - Jan 2022 - Aug 2022

Responsible for website redesign, encompassing research, content strategy, design system, and Webflow design.

Tools used: Webflow - Figma - Figjam - Zoom - Coda

- ### UX Designer - Jampisoft (Healthcare App)

Ecuador - Feb 2022 - May 2022

Responsible for executing the Design Thinking methodology, involving stakeholder interviews, testing, interviews, and exercises with real users, as well as heuristic analysis of the app for development improvements.

Tools used: Figma - Figjam - Zoom - Coda - Optimal Workshop

- ### UI Designer - EVA Insure Tech (Insurance)

Ecuador - Sept 2021 - Dec 2021

Part of a Design team tasked with creating sketches, mockups, and prototypes for a general insurance line, also conducting tests with real users under an agile methodology framework.

Tools used: Powerpoint - Figma - Excel - Maze - Google Forms

Resume - Andrés Ochoa

UI UX Designer/ Webflow Expert

andresochoadesigner@gmail.com
(+593) 986983979
Loja - Ecuador

My skills

Webflow & Frontend Skills
- CMS-driven Webflow development (Collections, references, conditional visibility)
- Component-based builds using Lumos Framework
- Responsive layouts (Flexbox & Grid)
- Advanced interactions & hover logic
- Custom attributes & data-state logic
- SVG interaction handling
- Basic JavaScript integration for UI behavior

UX / Product Skills
- Information Architecture
- Heuristic Evaluation
- User Research & Interviews
- User Personas
- Card Sorting
- Prototyping (low, mid & high fidelity)
- Usability Testing

Tools
- Webflow, Figma, Relume
- Coda, Jira, Slack, Zoom
- Optimal Workshop
- Zapier
- Adobe Suite (Photoshop, Illustrator, InDesign, After Effects)
- Spline, Wized
- ChatGPT

Soft Skills
- Clear communication
- Cross-functional collaboration
- Problem solving
- Autonomy in remote work

Resume - Andrés Ochoa

UI UX Designer/ Webflow Expert

andresochoadesigner@gmail.com

(+593) 986983979

Loja - Ecuador

Education

- **Master's in User Experience Design**
  International University of La Rioja - 2022 (Spain)
- **Bachelor's in Art and Design**
  Particular Technical University of Loja - 2016 (Ecuador)

Languages

- Spanish

- English B2 - EF SET Certificate

Courses and Certifications

- **Create Award Winning Animation and Interaction Design In Webflow**
  Awwwards - Joseph Berry - 2022
- **Web Design: Becoming a Professional**
  Flux Academy - 2021
- **Design Thinking with Minds Garage**
  Platzi - 2020
- **Online communication with Slack**
  Platzi - 2020
- **Visual Brand Design**
  Platzi - 2020
- **Leadership and Project Management for Designers**
  Platzi - 2020
- **Introduction to Design**
  Platzi - 2020

Website and portfolio:

- www.andodesigner.com