Antonio Ruiz

Frontend Developer

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About

Frontend Developer specialized in crafting responsive, conversion-focused landing pages and modern web applications. Skilled at transforming design concepts into high-performance, pixel-perfect interfaces using React, Next.js, SvelteKit, TypeScript, and Tailwind CSS. Experienced collaborating with designers, backend engineers, and clients to deliver visually refined, functional, and SEO-optimized products. Passionate about design quality, accessibility, and seamless user experiences.

Experience

Get In The Loop, Mid-Frontend Developer — **Kelowna, Canada** · 2024 – present · 2 years
- Redesigned and optimized Admin and Business Dashboards, improving usability, accessibility, and visual consistency across web app modules
- Developed and maintained WCAG 2.1–compliant interfaces with Chakra UI and React, ensuring accessibility and responsive layouts
- Built and deployed social media templates for the new Social AI, integrated with REST APIs, reducing manual design workload by 66%
- Partnered with designers and product managers to polish UI details and ensure brand consistency across multiple components

Draftbit, Mid-Frontend Designer — **Chicago, USA** · 2024 – 2025 · 1 year
- Translated the entire No-Code, Low-Code App Building Tool UI in over 80 dynamic, responsive, high-fidelity Figma prototypes
- Designed and curated a Theme Gallery of 15+ brand styles and component systems, enabling faster app creation for 1000+ users
- Prototyped an App Cost & Time Estimator Tool, improving lead-to-client conversion rates by 18%

Totaldevs, Web Designer & Jr. Frontend Developer — **Mexico City, Mexico** · 2021 – 2023 · 2 years
- Designed and coded marketing websites and landing pages focused on user conversion and performance optimization
- Conducted A/B testing and SEO improvements that led to higher conversion rates and reduced bounce rates
- Delivered pixel-perfect, responsive interfaces using HTML, CSS, JavaScript, and WordPress

Projects

ArchUI Design System v1.1.0 — Jan 2025
- Designed and coded a modular, shape-shifting design system using Figma, React, TypeScript, and Tailwind CSS
- Created the documentation website using Storybook and Chromatic
- Created a Figma UI Kit Library of reusable components consisting in 200+ design tokens
- Published the beta version on GitHub and npm

365JunkHaul – **Landing Page, Order Checkout & Admin Dashboard** — Jan 2024
- Designed and built a full user checkout and dashboard using Next.js, SvelteKit, Tailwind, Supabase, and Stripe, with role-based authentication and optimized checkout flow
- Delivered a conversion-focused landing page and dynamic order forms that improved customer booking rates in Tennessee and North Carolina

mobileKangaroo – **Website Revamp for Apple-Authorized Reseller** — Jan 2023
- Led a complete redesign and rebuild of the company's website using modern frontend practices, improving SEO ranking and load speed
- Created visually clean layouts aligned with Apple's brand tone for 30+ store locations across the US

Skills

Frontend: React, Next.js, SvelteKit, TypeScript, JavaScript (ES6+), Tailwind CSS, Chakra UI, Shadcn/UI, Radix UI, Astro

UI Development: Responsive Design, Accessibility (WCAG 2.1), SEO Optimization, Cross-Browser Compatibility, Pixel-Perfect Layouts

Design and Tools: Figma, Adobe Suite, Affinity, A/B Testing, Wireframing, Prototyping, Design Systems, Component Libraries

Collaboration: Notion, Miro, Jira, Slack, Client Communication

Languages: Spanish (Native), English (C1), French (Intermediate)

Education

BA · **Universidad Nacional Autónoma de México**, Architecture — **Mexico City, Mexico**
- GPA 3.99/4.00
- Summa cum laude