

Hi! My name is *Jessica Moctezuma*, I'm a graphic designer, specialized in *UI design* & *FrontEnd*.

Web Designer & Front-End Developer with over 5 years of experience crafting modern, accessible, and SEO-optimized websites. Specialized in user-centered design, responsive development, API integration, and building custom storefronts with Shopify Hydrogen. Passionate about automation, UX/UI, and enhancing web performance.

CONTACTS 01

[GITHUB.COM/JESSVIA](https://github.com/JESSVIA)

[HTTPS://JESSVIA.GITHUB.IO/](https://jessvia.github.io/)

JESSMOCTEZUMAM@GMAIL.COM

LANGUAGES 02

English

Spanish

EDUCATION 03

2012-2017

Facultad de Artes Visuales,
UANL

Lic. Graphic Designer

2015

Universidad de Bío Bío, Chile

Lic. Graphic Designer

EXPERIENCE 04

2023.08 - Present

Freelance

Developed responsive and accessible websites for fashion, health, and technology brands.

Integrated custom shopping carts in Shopify using Hydrogen.

Automated workflows with Shopify Flow and built personalized product experiences using metaobjects.

Executed technical SEO, performance optimization, and mobile-first design strategies.

2021.02 - 2023.08 | Accenture

UX/UI Engineering Analyst

Collaborated on UI design for web applications at Accenture, working within an Agile environment.

Participated in cross-functional teams distributed globally, ensuring effective communication and alignment across time zones.

Contributed to user interface design, design systems, and consistent UX across multiple platforms.

2017.01 - 2021.01 | Anagrama

UI Designer & Front End

Designed digital experiences for boutique international brands at Anagrama, with a focus on elegance and brand storytelling.

Specialized in web design, developing strong typographic systems, layout structures, and visual balance for high-end aesthetics.

Created and maintained scalable component libraries to support cohesive design across responsive interfaces.

SKILLS FRONT END 05

HTML5

Hydrogen

CSS / SCSS

TailwindCSS

Javascript

Node.js

Liquid

Shopify

React

Wordpress

SKILLS UI 06

Adobe Creative

Icons

Figma

Branding

Invision

Responsive UI

Sketch

UI Libraries

Wordpress

Apps