

JOSE LEON

UI/UX Designer → Junior Front-End & Shopify Developer

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PROFILE

UI/UX Designer transitioning into Front-End & Shopify Development with proven impact on revenue, conversions, and performance. Experienced building custom Liquid sections, optimizing Shopify storefronts, improving PageSpeed Core Web Vitals, and designing user-centered interfaces.

TECH STACK

HTML • CSS • JavaScript • Liquid • Shopify CLI • JSON • Git/GitHub • Responsive Design • SEO Basics • DOM Manipulation • Figma • Design Systems • Image Optimization

MAJOR PROJECTS & RESULTS (LIVE WORK)

NUUD Pleasures — Shopify Redesign & Optimization (2025)

<https://nuudpleasures.com/>

Impact (4 months):

- 79% increase in sessions
- 1,100% increase in total sales
- 42% more orders
- 21% higher conversion rate
- Lighthouse: Performance 96, Accessibility 97, SEO 92
- Mobile FCP 0.8s • TTFB 0.5s

Role: Full UX/UI redesign, Liquid development, performance optimization, SEO improvements.

Strike Brands — Shopify Enhancements

<https://strikebrands.co/>

Theme refinements, UX adjustments, SEO improvements, mobile responsiveness.

Nationwide Fabric — Shopify Optimization

<https://nationwidefabric.com>

Product page enhancements, layout refinements, visual cleanup.

Ben Exotics — Shopify Store Improvements

<https://www.benexotics.com>

Theme adjustments, UX cleanup, faster mobile experience.

Persistence Labs — Web UI/UX (Blockchain)

<https://persistence.one/>

Responsive UI, prototypes, developer-ready handoff, asset optimization.

Energi Ecosystem — UI & Visual Design

<https://energi.world/>

Responsive layouts, landing pages, 3D visuals, animations, brand assets.

Citriom Software — Government UI/UX

(Confidential: internal platforms not publicly accessible)

Full UI redesign, design systems, workflows, component libraries.

EXPERIENCE

ASCENTMGMT — Front-End / Shopify Developer (2025–Present)

- Built and optimized Shopify storefronts (NUUD Pleasures, Strike Brands, Nationwide Fabric, Ben Exotics).
- Developed Liquid sections, schema settings, reusable components.
- Improved performance and PageSpeed metrics.
- Designed banners, icons, product images.
- Implemented SEO improvements and analytics tracking.

Persistence Labs — UI/UX Designer (2024–2025)

- Built responsive UI, interactive Figma prototypes, and design system components.
- Provided developer-ready handoff and asset optimization.

Citriom Software — UI/UX Designer (2022–2025)

- Redesigned government platforms with modern UX/UI.
- Built complete design systems and component libraries.

Energi Core — UI/Visual Designer (2021–2022)

- Designed responsive websites, landing pages, 3D illustrations, animations.

BittEx IT Solutions — Graphic Designer (2017–2018)

- Developed branding systems, marketing assets, and social campaigns.

SKILLS

Front-End • Shopify Liquid • Responsive UI • UX Wireframing • Prototyping • SEO • Performance Optimization • Component Libraries • 3D Illustration • Branding • Motion Graphics

LANGUAGES

English (C1 Advanced) • Spanish (Native)

EDUCATION

Master's in Arts — Central University of Venezuela

Bachelor's in Journalism — Fermín Toro University