

Jorge Salazar Leon

UX/UI Designer · Product & Brand Design

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Professional Summary

UX/UI Designer with end-to-end product design experience, from research and prototyping to shipped responsive UI. Combining usability fundamentals with brand design, working together with developers and marketing teams to deliver clear, on-brand results. Actively incorporating AI tools into the design and prototyping workflow.

Professional Experience

UX/UI Designer + Marketing Support

Cresco Immobilien Verwaltungs GmbH – Berlin, Germany

Feb 2024 – Present

- **Booking Flow Optimization:** Redesigned the booking process to elevate usability and drive higher conversion rates.
- **Website Redesigns:** Coordinate the projects of the new websites for Neon Wood and ABACUS.
- **Marketing Design:** Produced visual creative assets for multi-channel marketing campaigns.
- **Brand Systems:** Standardized brand guidelines and introduced a refreshed, modern visual identity.
- **Interactive UX:** Developed interactive interface designs to deliver intuitive, engaging user experiences.

Working Student UX/UI Designer

Cresco Immobilien Verwaltungs GmbH – Berlin, Germany

Sep 2023 – Jan 2024

- Improve company app user experience, improving navigation and task flows.
- Contributed to the redesign of the corporate website and digital touchpoints.
- Delivered wireframes, prototypes, and final UI assets aligned with brand guidelines.

Graphic Designer / Marketing Manager

Home Vacation USA – Remote

April 2022 – September 2023

- Redesigned website UX to streamline user flow and improve engagement.
- Produced visual creative assets for multi-channel marketing campaigns.

Education

Framer Masterclass 2.0

Flux Academy (2026)

Master's Degree in Visual & Experience Design

University of Europe for Applied Sciences – Berlin / Potsdam, Germany (Mar 2023 - Mar 2025)

Web Design Masterclass

Flux Academy (2025)

Innovative Web Design in Figma: A Step-by-Step Process

Louis Paquet (2025)

UX/UI Advanced Design

Coder House (Sep 2022 – Dec 2022)

Core Skills

UX/UI Design: Wireframing, Prototyping, User Flows, Design Systems, Responsive Design & Mobile First.

Tools: Figma, Illustrator, Photoshop, WordPress, Elementor, Claude AI, Google AI Studio, Framer.

Methods: UX Research, Usability Testing, A/B Testing, Accessibility, Conversion Optimization.

Soft Skills: Problem Solving, Cross functional Collaboration, Agile Workflow, Attention to Detail.