

Jorge Oropeza

UI/UX Designer

55-8532-1779

[/in/jyoropeza](#)

jorgeaelorga@gmail.com

jorgeoropeza.com

I am a UI/UX Designer with a robust background in Social Anthropology, specializing in transforming complex human behaviors into intuitive digital interfaces. With over 3 years of experience, I focus on data visualization and reporting products that simplify decision-making. My approach integrates qualitative research methodologies with atomic design principles to build scalable, user-centric design systems.

Professional Experience

Instituto Metropolitano de Planeación de Tijuana

UI/UX DESIGNER

Since September 2022

Key Responsibilities

- Research & Strategy: Lead UX Research processes using ethnographic techniques to define user needs, significantly reducing development rework in agile environments.
- Data Visualization: Design complex interfaces for urban and geographic information systems, minimizing cognitive load through best practices in UI and information design.
- Cross-functional Collaboration: Facilitate co-creation workshops with stakeholders and engineering teams (Front-end/Back-end) to align municipal digital transformation goals with technical feasibility.
- Design Systems: Responsible for creating and evolving the institutional UI Kit using an atomic design approach, ensuring visual consistency and development workflow efficiency.
- Product Documentation: Develop user journeys, service blueprints, and user personas that serve as strategic roadmaps for implementing digital government solutions.
-

Education

BACHELOR'S DEGREE IN SOCIAL ANTHROPOLOGY

Escuela Nacional de Antropología e Historia

2021

GOOGLE UX DESIGN PROFESIONAL CERTIFICATE

Coursera

2022

Tools and Skills

- Figma
- Miro
- Clarity
- Google Suite
- Proactive
- Active Communication
- Teamwork
- Attention to detail
- Product ecosystem thinking
- Design Systems
- Agile Methodologies & Product Ownership