Cesar Vallarta Lopez

Bachelor in Design & Visual Communicator
Hypermedia and Audiovisual

Professional Summary

    I am a multidisciplinary visual designer with a background in UX/UI, front-end development, and audiovisual design. With a user-centered mindset and a passion for emerging technologies, I incorporate tools like prompt engineering and AI to streamline my workflow and enhance the creative process. I bring creative problem solving, strong communication skills, and a thoughtful approach to every project I work on.

My main goal is to create meaningful and impactful projects by combining creativity, functionality, and accessibility.

Contact

✉ design@czarvallarta.net

☎ +52 55 1495 9102

in linkedin.com/in/czar-vallarta

🌐 czarvallarta.net

Experience

Connect App. Building an age-friendly platform (2025)

    Co-creating a project of social innovation that encourages healhty ageing practices among older adults. Designed the brand's identity, as well as the user experience of the app. Key tasks include user centered design, user research, user experience, wireframing, prototyping, testing, and refining.

Care and Zen. Responsive landing page design and development. Freelance (2025)

    Designed and developed the landing page for Care and Zen, a home-delivery health service in Cozumel, Mexico. The site is fully responsive and supports two languages. Key responsibilities included web design, information architecture, visual identity review, prototyping, and front-end development.

Magia Xplora Tours. Responsive web design and development. Freelance (2025)

    Designed and developed the official website for Magia Xplora Tours, a tour operator based in Michoacán, Mexico. The project involved creating a responsive, visually engaging site. Key tasks included UI/UX design, front-end development, and content integration focused on showcasing destinations, and tour-guided experiences.

Professional Internship. Ministry of Finance, Investment, and Administration (2023)

    Development of content proposals, design, information dissemination, file management and control in the Dissemination, Design, and Visual Communication program of the Human Development Area. Completed remotely.

Education

Universidad Nacional Autónoma de México (2019-2024)
Facultad de Artes y Diseño

Universidad de Buenos Aires (2022)
Diseño de Imagen y Sonido

Instituto Tecnológico de Monterrey
Campus Ciudad de México

Languages

English
TOEFL iBT grade C1 (advanced)

French
DELF A1 Certificate (basic)

Spanish
Mother language

Software

Pr Ps Ai Id [Figma] [Blender] [ChatGPT]

International experience

International Academic Exchange. UBA(2022)

Scholarship and competition winner for studying a semester at the University of Buenos Aires, Argentina; where I created low-budget short films, practiced cinematography, and learned 3D animation in Blender.

Courses & Diplomas

Professional Certificate of User Experience Design (UX) by Google (In progress)

Diploma in Web Design and Development. Universidad Nacional Autónoma de México (2024)

Brief creation, design, layout, and development in HTML5, CSS, and JavaScript.

Photography Workshop (2020)
Photography practice in uncontrolled environments, mentored by Mauricio Ramos (National Geographic, Red Bull)

Technical Skills

- UX/UI Design
- Responsive Web Design
- Front-end Development
- Visual Storytelling
- Content Integration
- 3D Modeling
- HTML5
- CSS3
- Adobe Creative Suite
- Figma
- Blender
- ChatGPT
- Prompt Engineering

Soft Skills

- Curiosity
- Leadership
- Fast learning
- Team Collaboration
- Analytical
- Communication
- Working under pressure
- Social
- Self-management
- Empathy
- Adaptablility
- Storytelling