



Portfolio 2025

CESAR ALEJANDRO VALLARTA LOPEZ

Cesar Alejandro Vallarta Lopez

Designer and Visual Communicator
Hipermedia and Audiovisual

I am a multidisciplinary visual designer with a background in UX/UI, front-end development, and audiovisual media. 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 through responsible design and by combining creativity, functionality, and accessibility.

Contact



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Languages

Spanish
(Mother language)

English
(Advanced - C1)

French
(Basic - DELF A1)

Soft Skills

Curious

Leadership

Fast Learner

Team Worker

Analytical

Self-Management

Works under pressure

Storytelling

Software

ChatGPT

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

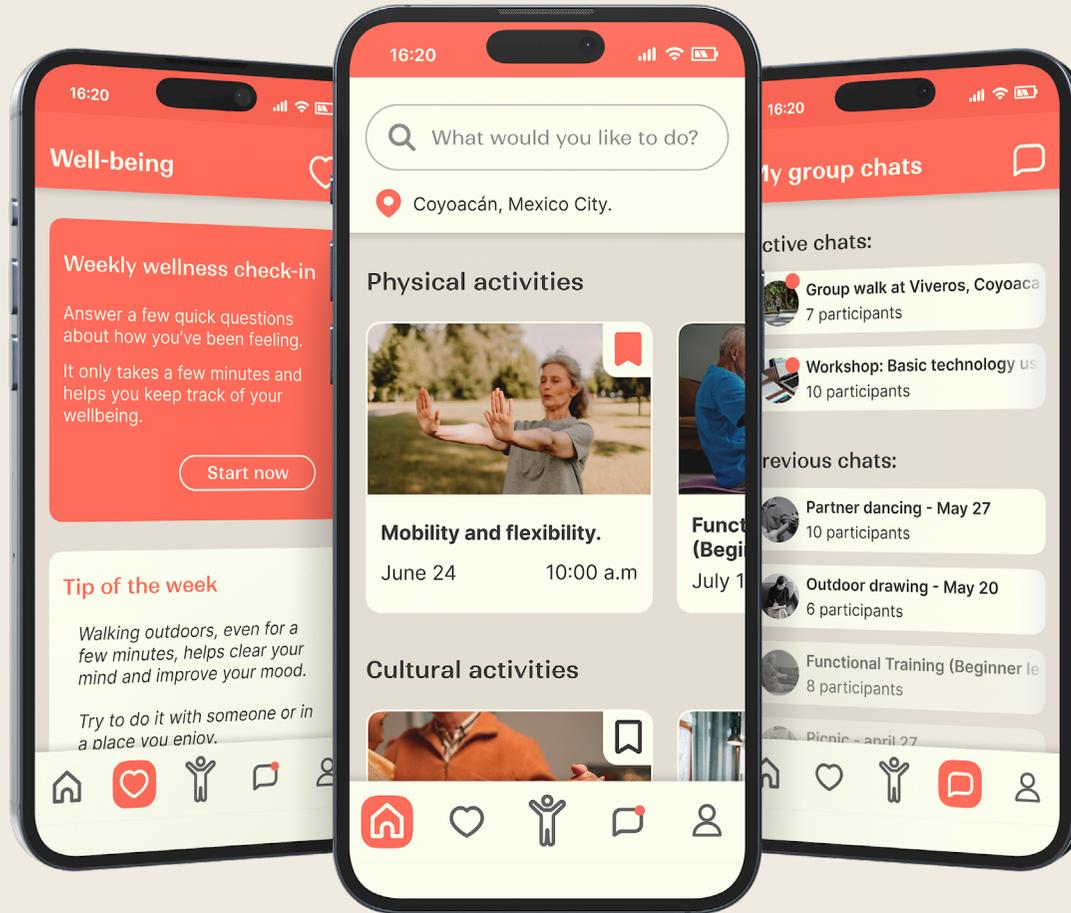
Adobe Premiere Pro

Figma

Blender

Midjourney

Conecta App (Connect App)



As elderly population grows in Mexico City, supporting healthy ageing and social participation becomes more important. However, low levels of digital literacy and lack of accessible digital environments prevent many older adults from using technology confidently.

My approach is to design an accessible and user-friendly digital platform that promotes healthy ageing and social participation through nearby group activities and workshops. Creating a supporting community in collaboration with governmental and non governmental organizations.

Designed with a user-centered approach to suit the user's needs and provide an easy-to-navigate interface, regardless of the user's level of digital literacy.



Design Process

1. Understanding and defining the problem

Design research was a key part of this project. After analyzing both primary and secondary research data, the project's direction shifted from an app to combat loneliness among older adults, to its current concept.

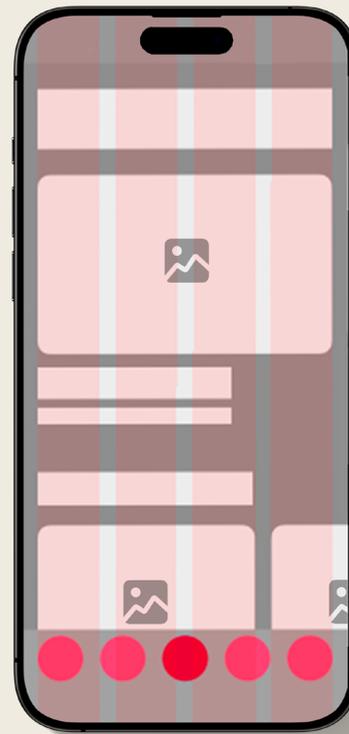
Key research insights:

- Healthy ageing practices help combat loneliness and improve quality of life.
- Target user shows interest in physical group activities.
- Fear of making mistakes or getting lost discourages older adults to use technology.

2. Designing a solution (ABC)

Design choices:

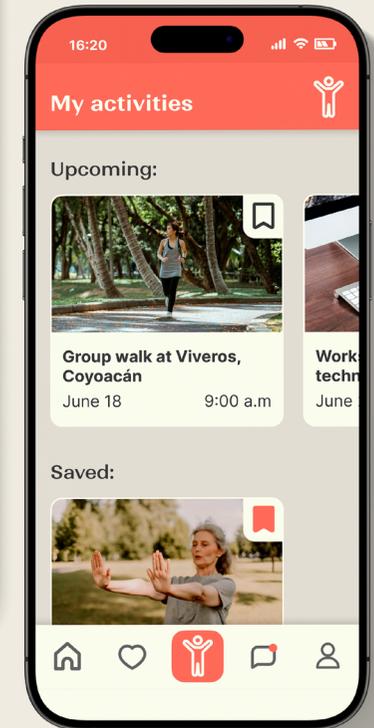
- Linear User Flow to facilitate navigation.
- Large and easy-to-read typefaces to support visual accessibility.
- One main button per screen to avoid confusion.
- High color contrast.



A Sketching and composing.



B Content planning and wireframing.



C Prototyping and testing.

#EFEBE1



The project features a soft, warm-contrast palette. **Coral red** conveys trust, social participation, and reduces visual fatigue.

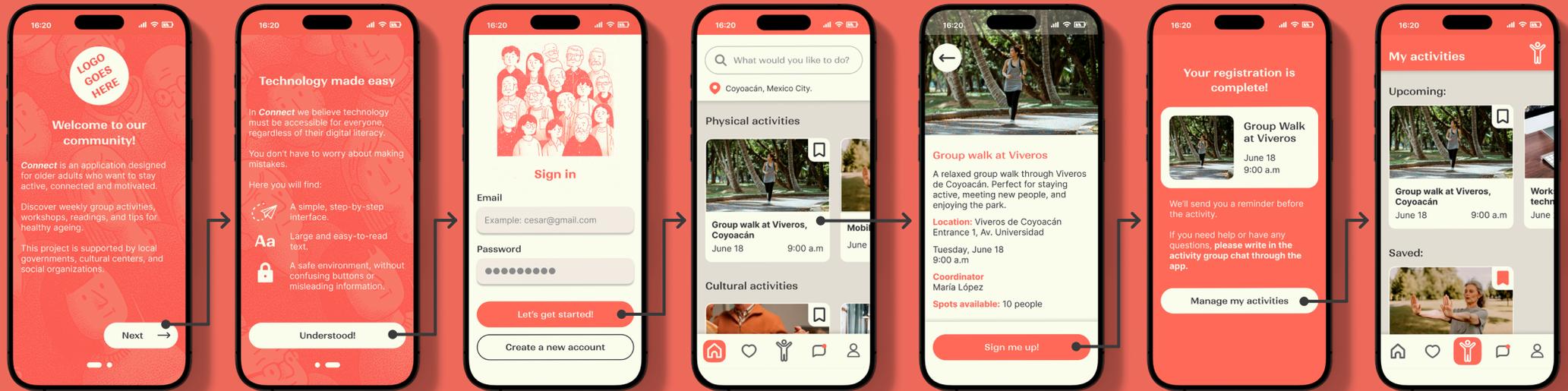
#ED6A5A



#39393A



User Flow: Signing up for an activity



1

The user's first contact with the platform.

2

Explains how the platform is designed to be accessible for older adults.

3

Required to enable a personalized experience and activity registration.

4

Users explore, discover, and save activities

Each activity displays a card with an image, title, date, and time.

5

Displays detailed information about the selected activity.

Includes location, schedule, coordinator, and spots available.

6

Confirms successful registration.

Summarizes the activity details.

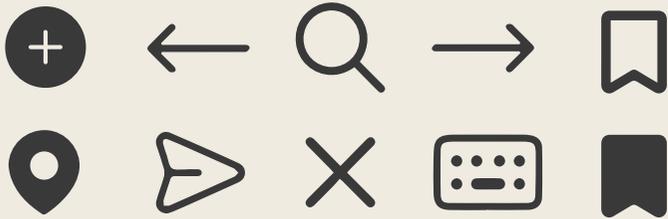
7

Users can view and manage upcoming, saved, and previous activities.

Builds trust and confidence.

UI Style guide:

Icons:



Navigation bar:



Call to action button:

Normal

Active

3. Testing and refining

Usability testing within a small group of the targeted demographic (20 people) provided valuable insights.

Key findings:

- 90% of participants successfully booked their first activity independently.
- 30% required additional support understanding the navigation bar, pointing a refinement opportunity.
- 80% showed interest in following the development of the project.

User feedback also suggested features such as adding text labels to navigation icons to avoid confusion, and developing a calendar view for better activity visualization.

These useful features will be implemented to the project in the near future.

Experience the Prototype

Prototype video



Or

<https://youtu.be/3GotWVix0-c>



Figma

Or

<https://shorturl.at/Wd8KL>

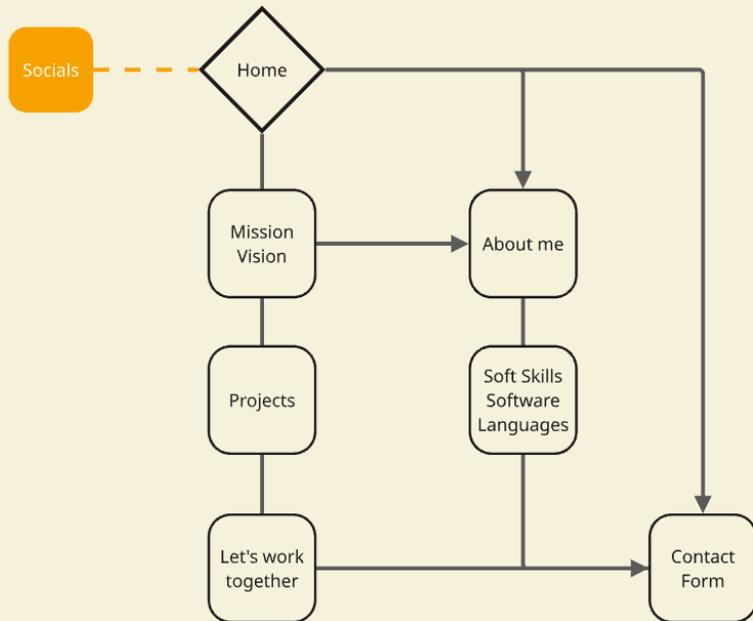


Web Portfolio

Multipage website. HTML5, CSS, and JavaScript.

An intuitive, functional, and visually appealing website with a user experience-focused approach. This site represents my vision as a designer, showcases a selection of my projects, provides information about me, and serves as the primary point of contact for potential clients, employers, and collaborators.

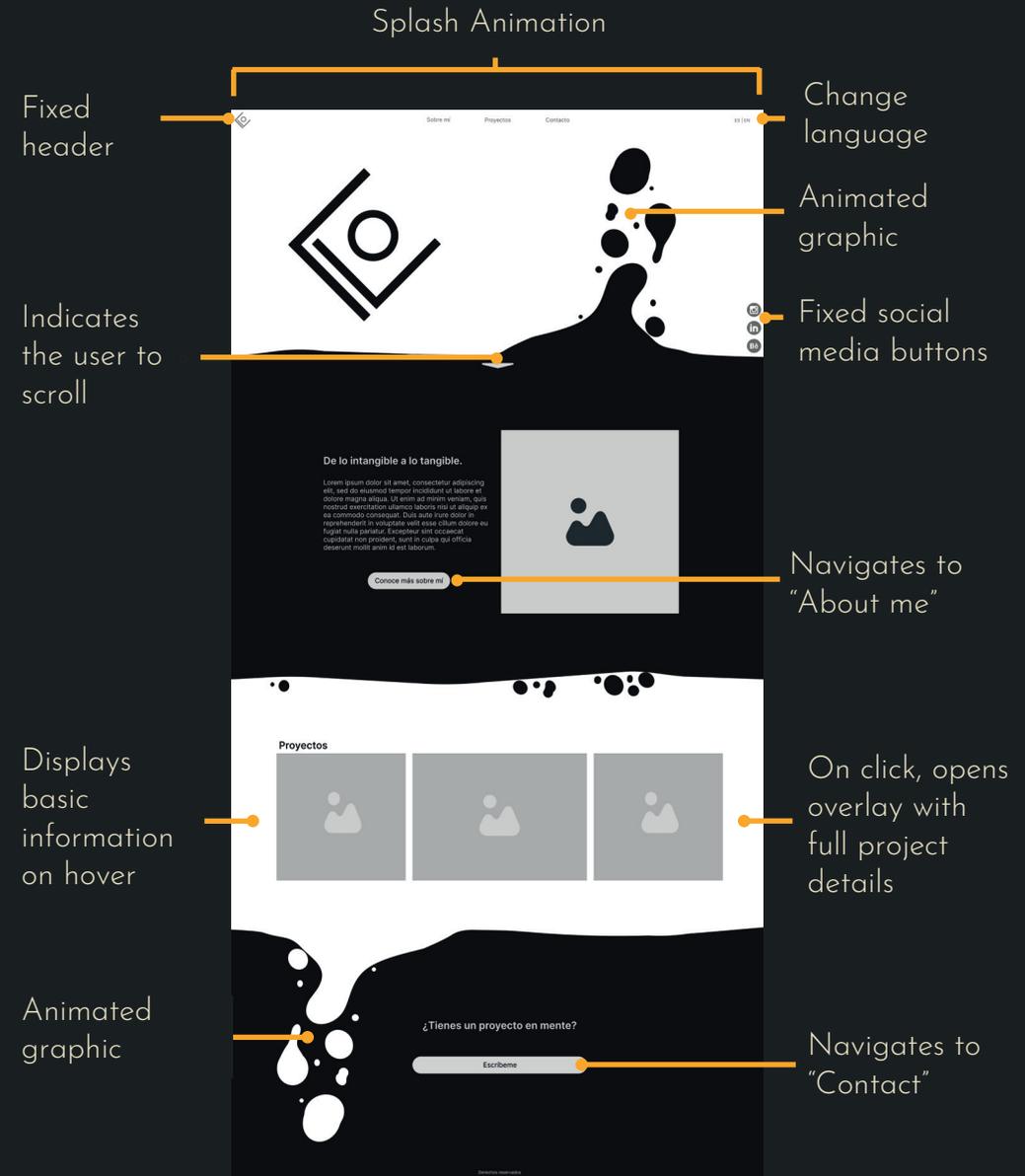
Sitemap



The site features a landing page-style homepage which showcases some of my projects; an “About Me” page and a “Contact” page.

From the homepage, users can access my social media, get a brief introduction about me, and explore my projects. The site also allows users to dive deeper into the content by clicking on a featured project or selecting a “Learn More” button, which will direct them to the corresponding page.

Wireframe (homepage)



UI Style Guide

Buttons

Normal

Hover

Normal

Hover

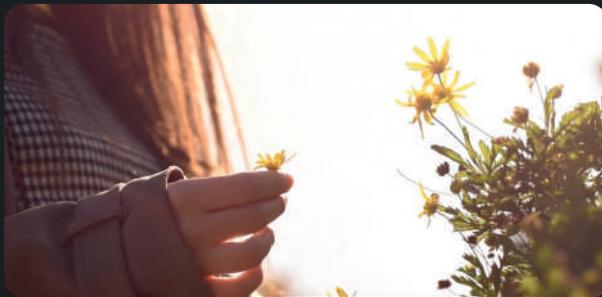


Image button - normal



Image button - hover

Close overlay



Carrusel left



Carrusel right



Menu



Navigation Bar

Normal



Home

About

Projects

Contact

ES

Hover



Home

About

Projects

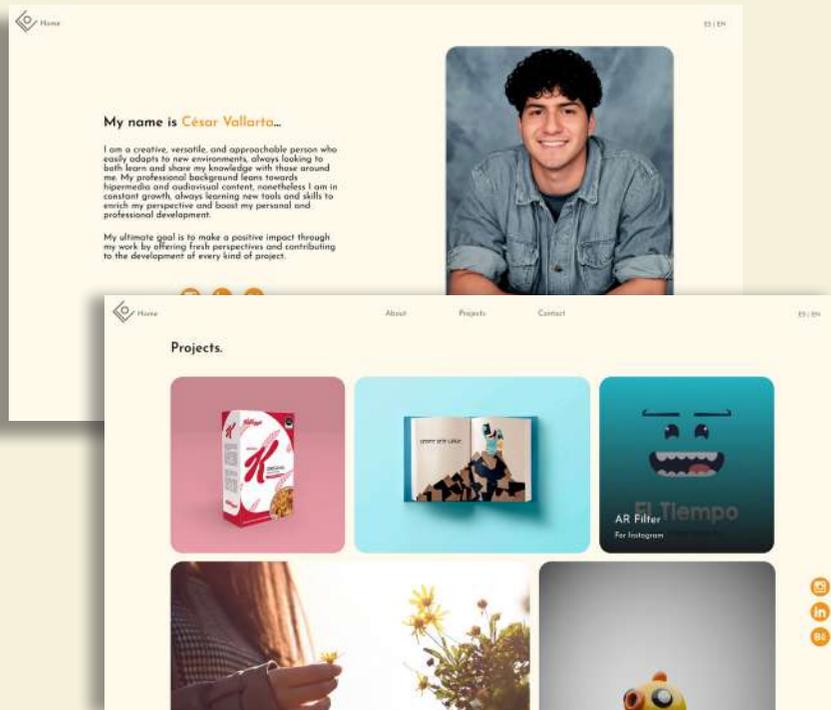
Contact

ES

Social media icons



Responsive Design

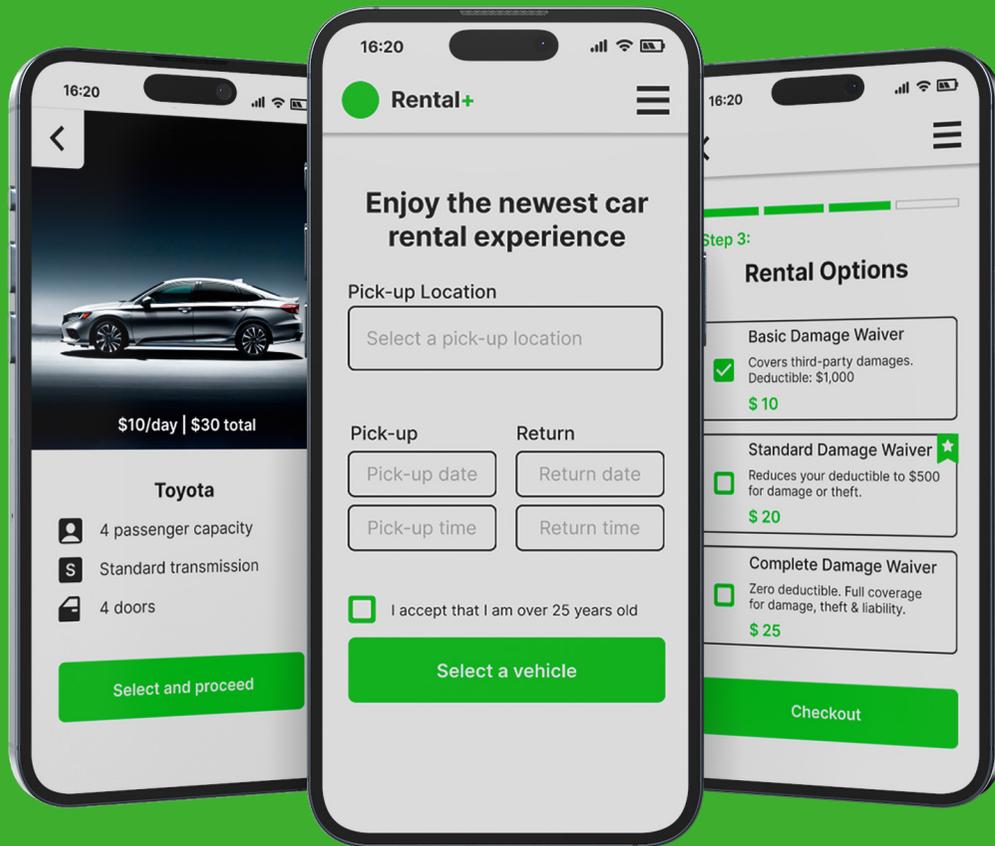


Prototypes

Figma Mobile

Figma Web





Figma project

Figma prototype



Or:

<https://shorturl.fm/ubeRL>

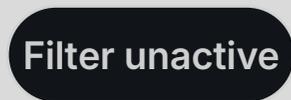
UX Flow - Rental+

Designing a seamless UX flow for a conceptual car rental brand.

Rental+ is a conceptual car rental brand developed as a UX-focused project. Rather than centering on branding or visual identity, this project explores the user experience flow, aiming to make the process of renting a car as smooth and effortless as possible.

The UX flow was designed as an intuitive and user-friendly customer journey. From browsing available vehicles, to confirming the reservation. Special attention was given to interaction patterns, mobile responsiveness, and minimizing cognitive load at every stage of the process. The goal was to create a seamless experience that anticipates the user's needs and eliminates unnecessary steps.

UI Style Guide



1. Home page

The image shows a smartphone screen displaying the Rental+ home page. The page includes a header with the Rental+ logo, a main heading 'Enjoy the newest car rental experience', and several input fields for 'Pick-up Location', 'Pick-up date', 'Return date', 'Pick-up time', and 'Return time'. A green 'Select a vehicle' button is at the bottom. A callout box on the right shows a calendar for April with the 4th and 7th highlighted. Another callout box shows a dropdown menu for time slots, categorized into Morning, Noon, and Evening/Night. Green arrows point from the callouts to the corresponding elements on the phone screen.

Select a return date

April

Su	Mo	Tu	We	Th	Fr	Sa
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

Dropdown menu

Morning

6:00 am	9:00 am
7:00 am	10:00 am
8:00 am	11:00 am

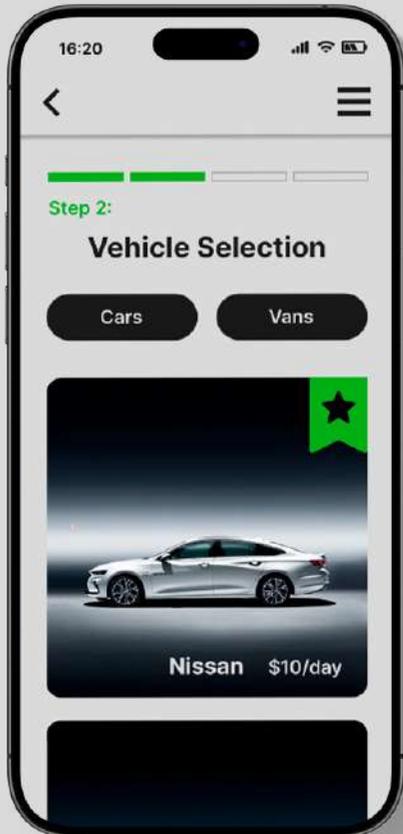
Noon

12:00 pm	3:00 pm
1:00 pm	4:00 pm
2:00 pm	5:00 pm

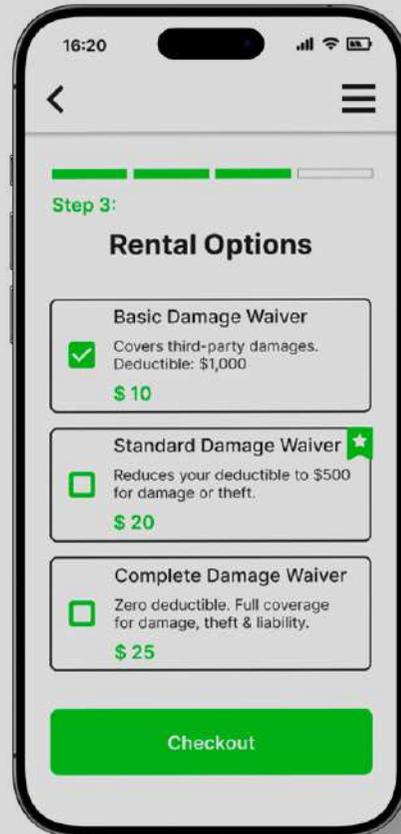
Evening Night

6:00 pm	9:00 pm
7:00 pm	10:00 pm
8:00 pm	11:00 pm

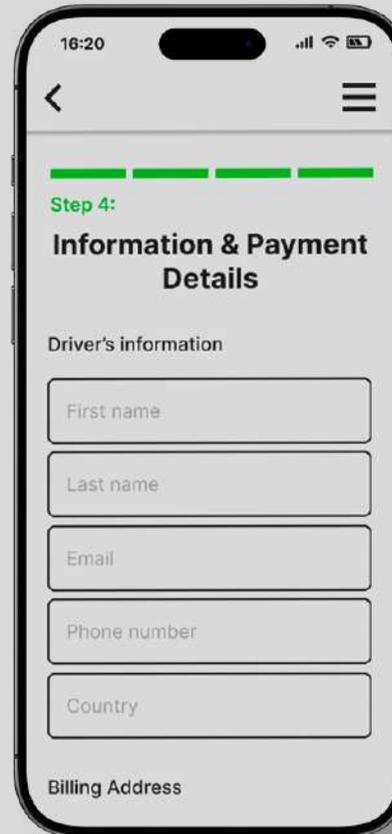
2. Vehicle selection



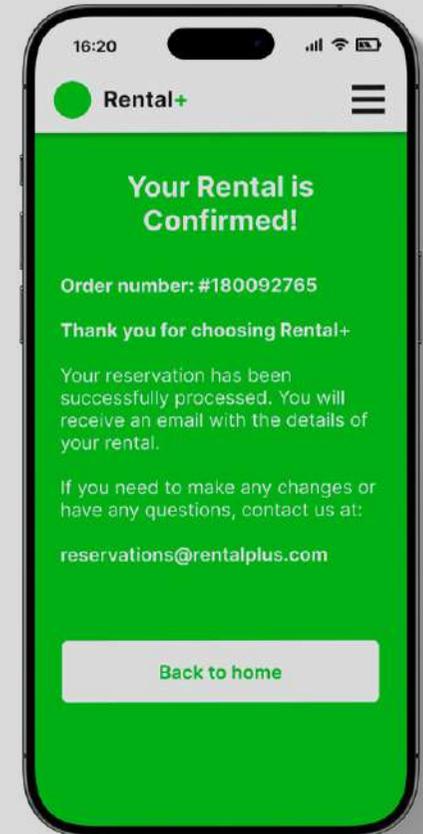
3. Rental options



4. Payment information



5. Confirmation screen





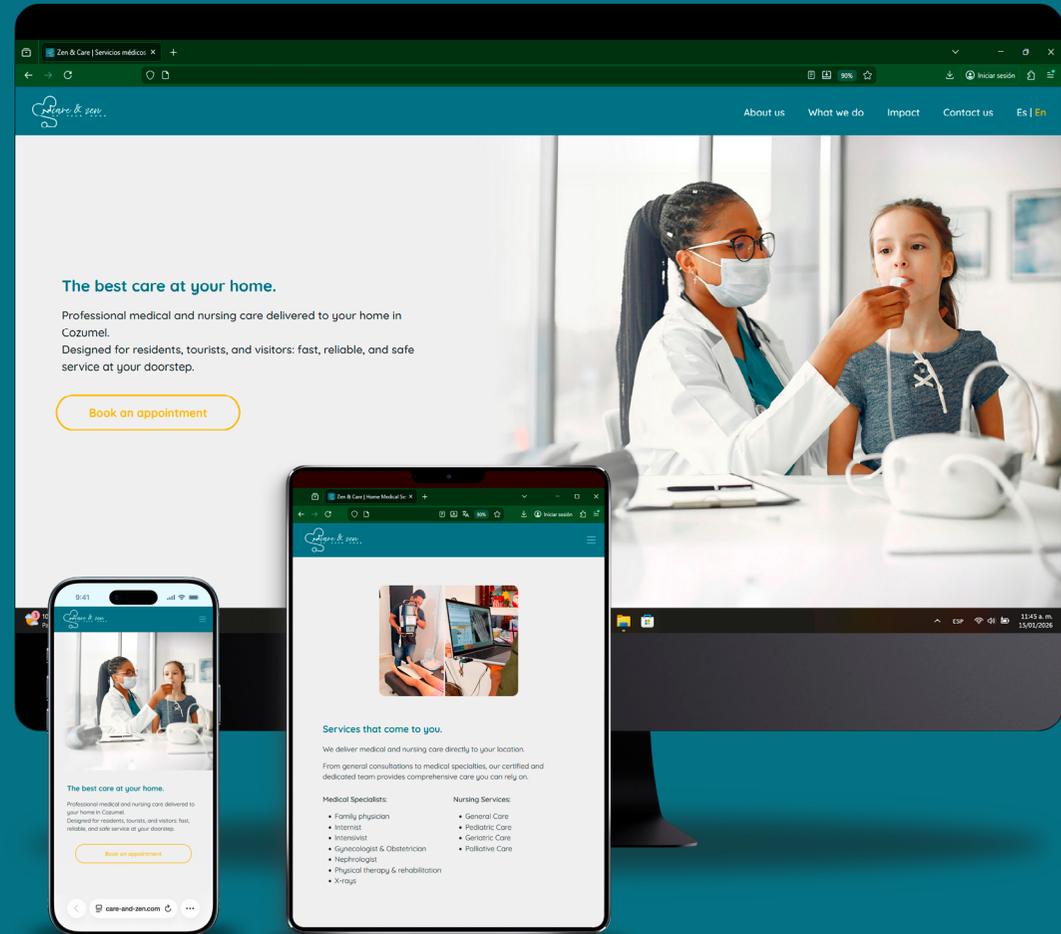
Care and Zen is a social innovation project that reimagines access to care services within the region by providing high quality home-delivered care on Cozumel Island, Mexico.

I was hired as a web designer and front-end developer to create a responsive website that would help the company reach a wider audience and start selling its services.

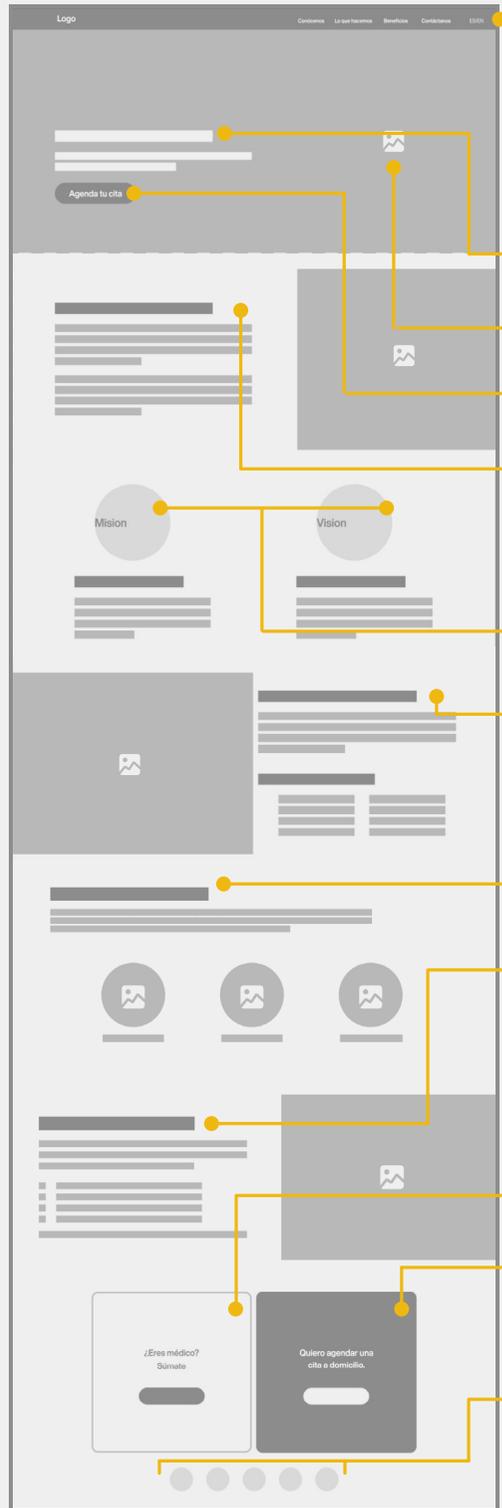
The final product serves as a direct contact point between the user and the service provider, communicating service offerings and enabling appointment booking via WhatsApp.

Design Choices

- Designed for both locals and tourists.
- Bilingual support for accessibility.
- Fully responsive and accessible across devices.
- Geometric sans serif typeface with rounded terminals. For easy readability and a soft, modern character.



Sketch



- Navigation bar.
- Brief service description.
- Hero image.
- Call to action button.
- Learn about us**
Who are we and what do we do?
- Our mission and vision.
- Our services**
What do we offer and how do we do it?
- Other services.
- Impact/Benefits**
How do we add value to our regional context?
- Contact**
Book a home appointment.
- Book an appointment in a clinic.
- Social media and other contact options

Final Design

The final version combines early sketch concepts with new elements that align with the brand's vision.

Water elements and organic shapes were used as a way to convey calmness, and gentle care.

We also added illustrations and hand-drawn elements to avoid the rigidity of a corporate aesthetic, creating a more reassuring feeling.

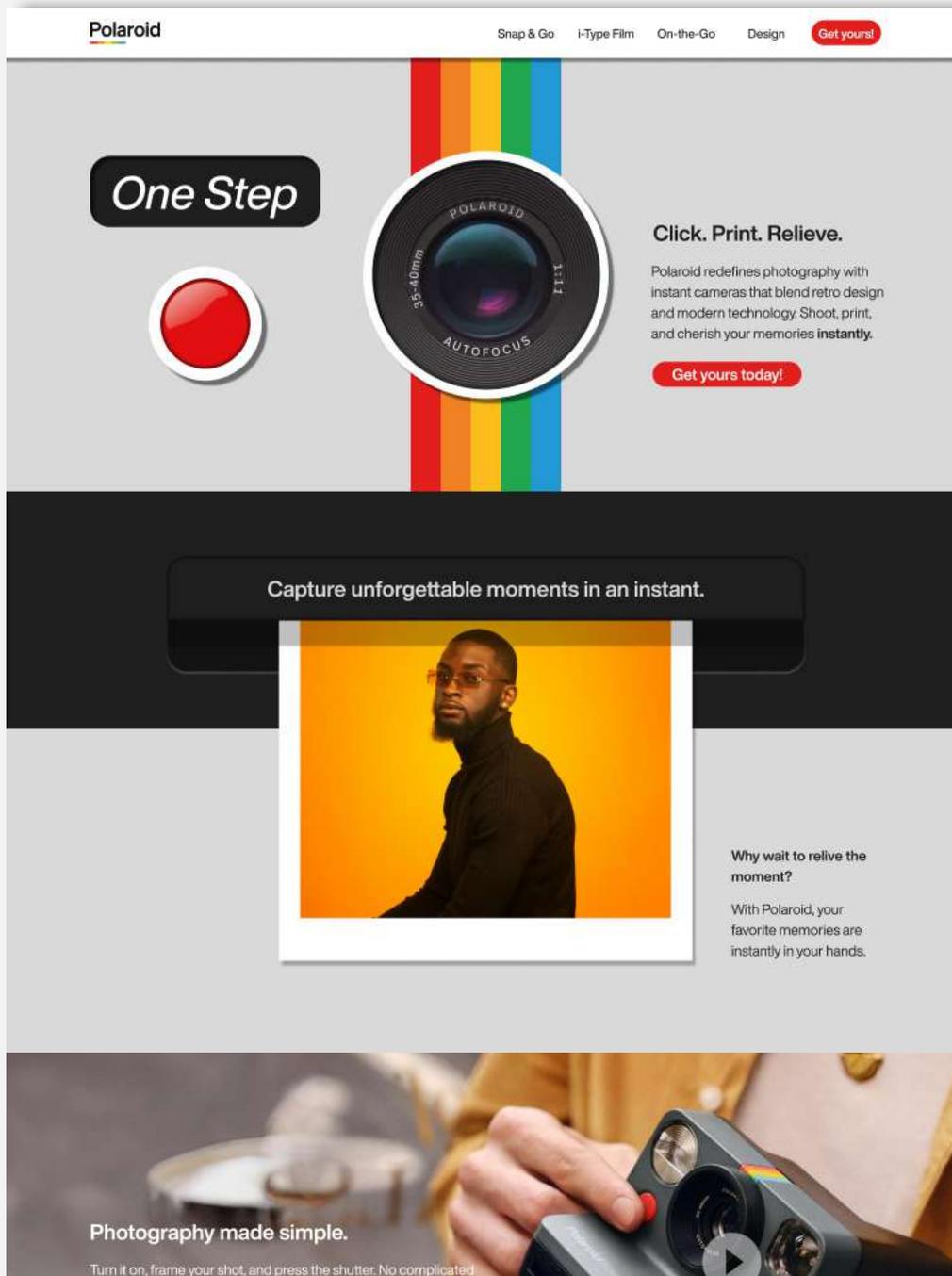
Lastly, due to limited visual assets, free stock images were used provisionally while maintaining visual consistency.



Or

<https://youtu.be/LhjUPBkIXJc>





Polaroid



Landing Page

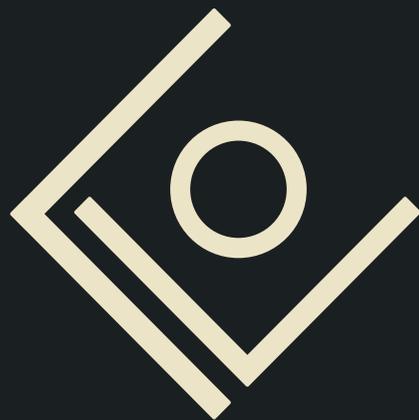
Figma prototype



Figma project

The main goal is to create an attractive and interactive landing page that highlights the most important features of the product in a clear and concise way.

All of the above while consistently aligning with the brand's visual identity, color palette, and overall style.



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