

Jessica María Casillas Shelly

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INDUSTRIAL DESIGN ENGINEER

Industrial Design Engineering graduate with a strong foundation in graphic design and interest for UX/UI design. My experience includes brand-focused visual design and hands-on product development, supported by user research methods to create user-centered solutions. Looking further to develop digital product design skills by using functionality, aesthetics and user experience.

SOFT SKILLS

- Adaptable
- Creative
- Communication
- Organization
- Teamwork
- Proactive
- Problem-solving
- Attention to detail
- Critical Thinking

WORK EXPERIENCE

FREELANCE UX/UI DESIGNER

December 2024 - Present

Self-Employed

- Design clean, responsive web and mobile interfaces using Figma, focusing on client needs and user goals, prioritizing usability, visual hierarchy and consistency.
- Developed interactive UI prototypes to showcase layout, navigation and behavior across breakpoints.
- Conduct user research and create wireframes, prototypes and design systems.
- Managed multiple projects at a time, from concept to delivery.
- Collaborated closely with developers, providing design specifications and iterating on feedback ensuring the product aligns with both users and technical requirements.

3H COMMUNICATION SYSTEMS

September 2024 - March 2025

Designer

- Designed RF Filters based on client needs using Software such as AutoCad and Solidworks, ensuring this meets users and stakeholders needs.
- Created visual aids and diagrams to support intuitive assembly process, reducing significantly manufacturing errors.
- Developed fixtures in SolidWorks and AutoCAD focusing on usability.
- Collaborated with engineering and planning department to align user needs and project timelines.

CG INDUSTRIAL SUPPLY S&C

January 2024 - August 2024

Design Intern

- Proposed design solutions in SolidWorks, focused on client feedback and user-centered design principles to ensure functional and intuitive outcomes.
- Selected material based on research focusing on usability, durability and practicality.
- Prototyped a stretch film dispenser, applying ergonomic principles to optimize user comfort, ease of use and efficiency.
- Developed high-fidelity 3D renders.

COMERCIALIZADORA SHELLY

June 2019 - June 2020

Graphic Designer

- Maintained and applied brand identity across digital and print media.
- Designed corporate stationery such as business cards, labels and brochures with attention to visual hierarchy and readability.
- Created social media and web ads focused on user engagement, using insights from audience behavior and digital trends.
- Conducted visual and market research to guide content strategy, aligning user interests with brand goals.
- Produced short-form promotional videos to digital platforms, enhancing product visibility and user interaction.

EDUCATION

Industrial Design Engineering

Instituto Tecnológico de Tijuana
(August 2019- August 2024)

COURSEWORK

Google UX Design Certificate

Coursera (2025)

ADDITIONAL

Technical skills: Figma, Sketch, Illustrator, Photoshop, Acrobat, Microsoft Office, HTML, CSS.

Language: Spanish (native), English (C1), French (A2)