

ERICO FIGUEROA

SENIOR WEB & DIGITAL EXPERIENCE DESIGNER | PRODUCT UX | WORDPRESS PLATFORMS

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PROFESSIONAL SUMMARY

Senior web and digital experience designer with 10+ years of experience designing, building, optimizing, and managing digital products, websites, and scalable content platforms. Combines product UX/UI, WordPress architecture, responsive design, accessibility, performance, analytics, technical SEO, and hands-on implementation. Experienced owning platforms end to end and collaborating across design, development, content, marketing, and leadership teams.

10+	900+	400+	24K+
Years Experience	Digital Resources	Registered Users	Lifetime Pageviews

CORE EXPERTISE

PRODUCT & UX

UX/UI design, user journeys, responsive design, information architecture, design systems, Figma

PERFORMANCE & ACCESSIBILITY

Core Web Vitals, technical SEO, WCAG alignment, QA, cross-browser testing, mobile usability

WEB PLATFORMS

WordPress, Elementor, WooCommerce, CMS architecture, HTML/CSS, JavaScript, PHP, API integrations

ANALYTICS & OPERATIONS

GA4, Google Tag Manager, hosting, caching, backups, security, publishing workflows, platform maintenance

PROFESSIONAL EXPERIENCE

Web Designer & Platform Specialist

2023 - 2026

University of Houston-Downtown - Bilingual E-Library | Remote

- Architected and scaled a WordPress platform using Elementor, WooCommerce, PHP, and JavaScript, supporting 900+ eBooks/videos and 400+ registered users.
- Owned platform operations across hosting, plugins, backups, security, performance, third-party integrations, publishing workflows, QA, and long-term maintenance.
- Improved bilingual UX, responsive behavior, accessibility, navigation, structured templates, and content consistency for families, educators, and early readers.
- Built GA4 dashboards and reporting to track engagement, content usage, and platform performance, supporting 24K+ lifetime pageviews and 14K+ tracked events.
- Partnered with faculty, editors, school collaborators, and university leadership to translate program goals into reliable, user-focused digital experiences.

Digital Marketing & Web Specialist

2022 - 2023

PriceEasy (Zdaly) | Houston, TX

- Designed conversion-focused landing pages, presentations, campaign assets, and web content for a B2B SaaS product.
- Collaborated with developers on a software UI redesign, improving visual hierarchy, interface clarity, usability, and consistency.
- Applied SEO, analytics, and user-behavior insights to refine website structure, customer journeys, messaging, and digital performance.

Freelance Web Designer - Figma & UI/UX

2022 - 2023

Autoshop Solutions | Remote

- Created responsive UI layouts, wireframes, design systems, and implementation-ready assets in Figma for client websites.
- Translated brand requirements and stakeholder feedback into clear, consistent solutions for fast-moving production workflows.

Freelance Web Designer / Developer

2021 - 2023

Popmenu Inc | Remote

- Produced responsive restaurant websites and structured digital menus in a high-volume CMS environment.
- Adapted and translated client content, integrated third-party delivery services, and completed revisions and QA across devices.

PROFESSIONAL EXPERIENCE - CONTINUED

Creative Director

2018 - 2022

Unified Commerce Company | Houston, TX

- Led concept development and end-to-end production for websites, digital campaigns, trade-show experiences, sales collateral, brochures, and business presentations.
- Created booth graphics and supporting materials for major industry events, including SHOT Show, extending brand presence across physical and digital touchpoints.
- Designed kiosk interfaces and illustrated assembly instructions for retail technology, connecting visual communication, usability, and practical implementation.
- Partnered with business and technical stakeholders to maintain brand consistency across concurrent web, print, event, and customer-facing projects.

Marketing Specialist - Web, Digital & Campaign Management

2014 - 2017

ACT Security | Puerto Rico

- Designed and developed the company website, product pages, landing experiences, and campaign creative for security products and services.
- Created social graphics, digital ads, brochures, billboard content, outdoor advertising, and motion assets for television campaigns.
- Managed Google Ads, social content, and an approximately \$10K monthly marketing budget using performance data to support lead generation.

In-House Graphic Designer - Web & Digital Content

2011 - 2013

Homeworks Corp | San Juan, PR

- Designed, developed, and maintained the company website while organizing project stories and portfolio content.
- Created social media graphics, marketing collateral, and retouched photography for web and promotional use.

EDUCATION

Master of Fine Arts (MFA), Graphic Design

Atlantic University College | San Juan, PR

Bachelor of Fine Arts (BFA)

University of Puerto Rico, Rio Piedras | San Juan, PR

ADDITIONAL SKILLS

Tools: Figma, Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, WordPress, Elementor, WooCommerce, GA4, Google Tag Manager, Chrome DevTools

Languages: Bilingual English / Spanish

Work Authorization: Authorized to work in the United States for any employer