

Moisés Rojas

FULL STACK DEVELOPER / WEB DESIGNER



PROFILE

I love when technology, functionality, and visual communication come together to create meaningful digital experiences.

As a developer, my experience spans web development, system optimization, and implementing scalable solutions that improve performance and accessibility.

As a UX/UI designer, I focus on crafting intuitive and visually appealing interfaces. I have experience structuring information hierarchies, optimizing content for different platforms, and applying a mobile-first approach to ensure smooth and engaging interactions. Every design decision I make is guided by user research, data, and analytics.

As a digital content creator and educator, I love sharing my knowledge and expertise with future professionals. Teaching keeps me at the forefront of industry trends and emerging technologies, allowing me to bridge the gap between design, technology, and user experience. My goal is to create digital solutions that are not just visually compelling, but also impactful and user-centered.

RESUME

Universidad Iberoamericana León

2024 - Present **Digital Production**

Currently, I work as a digital content producer for educational materials, including courses, undergraduate, and graduate programs. I specialize in designing and developing learning objects, focusing on creating intuitive and visually engaging interfaces. My approach prioritizes information hierarchy, usability, and accessibility to enhance the learning experience.

2012 - 2024 **Webmaster**

As a webmaster, my responsibility was to update and improve the university's website. During this period, I developed a backend system to optimize information management, streamlining content publishing processes. I also focused on enhancing the site's interactivity, SEO, and loading times. Additionally, I led two complete redesigns.

In the most recent update, we optimized information retrieval, performance, and scalability. The redesign followed a mobile-first approach, prioritizing user experience based on their information needs. A design system for digital products was also established, ensuring brand consistency across all digital products and additional sections.

I also supported the production of visual content for campaigns and multimedia projects, maintaining attention to detail and alignment with the university's brand identity. In addition, I adapted content for the web.

2014 - Present **Professor**

10 years of experience teaching in the undergraduate programs of Interactive Digital Design and Marketing & Advertising. During this time, I have taught courses such as:

- Web Technology I
- Web Technology II
- Web Design
- Design Lab III
- Synthesis and Evaluation Workshop II
- Synthesis and Evaluation Workshop III
- Commercial and Advertising Photography

Vzert - Digital solutions

2010- 2012 **Web Developer**

I was responsible for the design and development of websites using WordPress and Joomla, ensuring that each project met the client's needs. Additionally, I managed custom development projects, utilizing technologies such as HTML, CSS, JavaScript, PHP, and MySQL to create functional and tailored digital solutions.

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FULL STACK DEVELOPER / WEB DESIGNER

TECH SKILLS

| | |
|-----------------|------------------------------------------------------------------|
| Front end | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| Back end | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| React | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| Typescript | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| UI / UX | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| PHP / Laravel | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| CMS (Wordpress) | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| LMS (Moodle) | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| Databases | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| HTML / CSS / JS | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| Adobe Suite | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| Digital content | <div style="width: 100%;"><div style="width: 100%;"></div></div> |

OTHER SKILLS

| | |
|--------------------------|------------------------------------------------------------------|
| Teaching and Training | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| Creative Problem solving | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| Project Management | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| Detail oriented | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| Teamwork | <div style="width: 100%;"><div style="width: 100%;"></div></div> |

CONTACT

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PORTFOLIO

<https://mrojas.com.mx/en>

RESUME

2020

CISEDUC and the Guanajuato's Department of Education

Educational Environment: PNCE

During the pandemic, I had the opportunity to collaborate on the development of the Moodle-based educational platform for the National School Coexistence Program (PNCE). My role included content creation and management, training, and technical support. This initiative reached nearly 6,000 principals and teachers from elementary and high schools across the state of Guanajuato.

2021

CISEDUC, Organization of Ibero-American States for Education, Science, and Culture (OEI), and the Guerrero Department of Education

Educational Environment: Peace Education Training

In 2021, I was invited to collaborate on the development of the Moodle-based educational platform for the "Peace Education Training" course. My role included content creation and management, training, and technical support. This initiative reached nearly 1,000 teachers from the state of Guerrero and was developed in collaboration with OEI offices in Spain and Mexico City.

EDUCATION

2005 - 2009

Bachelor's Degree in Interactive Digital Design.
Universidad Iberoamericana León

2017 - 2019

Master's Degree in Photography Design
Universidad Iberoamericana León

COURSES

2019

Diploma in Ignatian Leadership
Sistema Universitario Jesuita

2023

UX Design: User Experience UX/UI + Figma 2023
Udemy

2025

React and TypeScript - The complete guide.
Udemy