



GABRIEL CRUZ SALDÍVAR

UI Design Specialist | Brand Strategist

Mexico City, Mexico
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Portfolio

www.gabrielsaldivar.com



Languages

Spanish: Native
English: Upper Intermediate B2
French: Upper Intermediate B2



Packages & Software

Figma/FigJam (Auto-layout, Variables, Components): Advanced
Bootstrap Studio: Advanced
Framer: Advanced
Wordpress, Elementor: Advanced
Webflow: Advanced
Visual Studio Code: Intermediate
Adobe: Photoshop, Illustrator, InDesign, Adobe XD, Lightroom, Express, AfterEffects: Advanced



PROFESSIONAL PROFILE

UI Design and Brand Strategy Specialist with over 12 years of experience in design, branding, and digital experiences.

My career began in strategic branding and evolved naturally into UX/UI and Product Design, allowing me to combine business thinking, user experience, and visual design.

I design digital products, web platforms, and brand ecosystems, from information architecture and user flows to high-fidelity interfaces, interactive prototypes, and Design Systems.

My approach integrates strategy, visual design, and product thinking to create intuitive, consistent digital experiences aligned with business objectives and user needs.

Languages & Tools

HTML5: Advanced
CSS3: Advanced
Javascript: Basic
Tailwind CSS: Intermediate
Bootstrap: Intermediate
React: Basic
Git / GitHub: Intermediate



EXPERIENCE & SKILLS

Saldivar Brand Design

Founder | UI Design Specialist & Brand Strategist 2014-Present

Independent design studio focused on UI Design, Brand Strategy, visual identity, and digital experiences.

Design digital products and websites from strategy through high-fidelity prototyping, defining information architecture, user flows, and interfaces.

Develop scalable Design Systems in Figma using components, Auto Layout, and Variables, promoting visual consistency and efficiency throughout the design process.

Collaborate with clients and multidisciplinary teams to transform business requirements into functional digital solutions.

Lead branding, visual identity, and digital experience projects, integrating brand strategy, art direction, and UI Design.



Core Skills

UI Design: Design Systems · Atomic Design · High-Fidelity Prototyping · Responsive Design · Micro-interactions

UX Strategy: Design Thinking · Lean UX · User-Centered Design · User Flows · Wireframing

Visual & Brand: Brand Strategy · Brand Identity · Typography · Grid Systems · Image Editing · Vector Design

Front-End: HTML5 · CSS3 · Tailwind CSS · Bootstrap · Webflow · Elementor · JavaScript · React · Git

AI for Design: ChatGPT · Gemini · Claude · Copilot



EDUCATION & COURSES

Full Stack Web Development Bootcamp
2025-2026

TripleTen. In progress.

UX Design Certificate
2024-2025

Google/Coursera. Completed.

Master's Degree in Senior Management in Communication & Advertising
2015-2016

Centro Universitario de Comunicación.
Final GPA: 9.7.

Specialization in Branding
2014-2015

Centro Universitario de Comunicación.
Final GPA: 9.7
Highest GPA in graduating class & Academic Excellence

Bachelor's Degree in Advertising Design 2010-2014

Centro Universitario de Comunicación.
Final GPA: 9.8
Highest GPA in graduating class & Academic Excellence

Professional Photography Diploma
2008-2010

Escuela Activa de Fotografía Campus Coyoacán-Del Valle.
Final GPA: 9.0.

Bachelor's Degree in International Business
2007-2009

Tecnológico de Monterrey Campus CCM
(Not completed: 5 semesters).

SALDIVAR
BRAND DESIGN