

# JONATHAN LIFSCHITZ

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## Summary

UX/UI Designer with a background in Front-End Development. I led the creation of a design system for DIA, achieving a more intuitive shopping experience and reducing checkout bounce rate by 28%.

With over 65,000 students in my [Udemy](#) courses, I stand out for my strong communication skills and data-driven approach.

I currently integrate AI tools (ChatGPT, Figma AI, Copilot, MidJourney) to accelerate prototyping and boost creativity.

## Work History

### UX/UI Designer - DIA Argentina

12/2022 - Current

Reduced checkout bounce rate by 28%. Created the design system and optimized key screens

### UX/UI Designer - Hedlyner

06/2021 - 07/2021

Collaborated in a startup with an innovative project, where I contributed to the refinement of the Design System and various interfaces of the digital platform.

### UX/UI Designer - Freelance

03/2020 - 04/2021

As a freelancer, I worked on the redesign of a real estate website, the creation of an e-commerce platform, and other digital projects — always focused on enhancing user experience and driving business results.

### Front End Developer - Giver Solutions

04/2018 - 03/2020

Web Design with HTML, CSS, JavaScript and WordPress. E Commerce, Institutional Websites and Landing Pages. Google Ads campaigns.

### Front End Developer - Digital Brand

07/2017 - 03/2018

Web Design with HTML, CSS, JavaScript and WordPress. E Commerce, Institutional Websites and Landing Pages.

### Front End Developer - Tormenta

05/2016 - 06/2017

Web Design with HTML, CSS, JavaScript and WordPress. E Commerce, Institutional Websites and Landing Pages.

## Websites

<https://jonathanlif.com.ar/>

<https://www.behance.net/jonathalifschi>

[https://www.udemy.com/user/jonathan-yoel-lifschitz/?srsltid=AfmBOopONsnmla14TeAaV77TxFkcXrVciAhX03Yr8\\_PpN53BAqUeR7km](https://www.udemy.com/user/jonathan-yoel-lifschitz/?srsltid=AfmBOopONsnmla14TeAaV77TxFkcXrVciAhX03Yr8_PpN53BAqUeR7km)

## Accomplishments

I am proud to have reached 65,000 students and received over 10,000 positive ratings in my Udemy courses. These numbers reflect my outstanding communication skills, which play a fundamental role in the UX process.

## **Skills**

• Wireframing • Usability Testing • Design System • Prototype • Components  
• HTML • CSS • WordPress • ChatGPT (UX writing, documentación) • Copilot (Support) •  
Figma AI plugins (layouts, components) • Uizard & MidJourney (UI inspiration).

## **Languages**

Spanish: Native language

English: B2

## **Education**

UI Design Course:: Visual Design And Interface Design With - Remote  
Bootcamp UX/UI Design: Learn Design Thinking - Remote