

Arturo Hurtado.

SENIOR UX & GROWTH DESIGNER · CHICAGO, IL



I design conversion systems that ship. 7+ years on complex digital products — research, framing, prototyping, design systems, delivery. Recent: **\$230k+** pipeline, **+361%** submissions, **2x** booked consultations.

02 · EXPERIENCE

Tuff Growth — Senior UX & Growth Designer

NOV 2021 - NOV 2025 · GROWTH DESIGN AGENCY · REMOTE

Led conversion-focused UX strategy and experimentation across acquisition and monetization, partnering with marketing and engineering to drive measurable business impact.

— Conversion-focused redesigns for a large-scale entertainment & events platform — paid-media landing optimization, message-match, friction reduction.

IMPACT -24% CPA · +12% bookings · 4.26x return on ad spend

— Full digital buying funnel for a high-consideration automotive ecommerce product (Camper Vans) — guided decision flows, CTA hierarchy, clearer product architecture.

IMPACT 2x booked consultations · +16% lead conversion rate · -53% cost per scheduled call

— UX strategy and intent-based conversion redesign for a B2B SaaS platform — shifted from a single high-commitment CTA to multi-path user journeys aligned to readiness and trust.

IMPACT +72% inbound leads · +262% pipeline · \$230k+ in attributed revenue

— Modular localized UX system for a national nonprofit solar org — multi-region lead-gen campaigns, education-first layouts, trust signals, scalable components.

IMPACT +361% form submissions · -77.7% cost per lead · +500% email capture

Recent 2025 work under NDA. Happy to walk through in conversation.

Youtech Agency — UX / Web Designer

MAR 2019 - NOV 2021 · CHICAGO, IL

Redesigned and built conversion-focused websites across WordPress and other CMS platforms — designer and builder, shipping scalable performance-driven experiences.

— UX audits, wireframes, early design systems, dev collaboration, post-launch optimization, and mentoring junior designers.

— Selected project: Lightbend (AKKA) — B2B SaaS website redesign focused on education, trust-building, and conversion clarity.

Mascot Agency — Intern → Graphic + Web Designer

JAN 2015 - FEB 2019 · ST. LOUIS, MO

Started as a graphic design intern, brought on full-time. Designed graphics, websites, and brand activations including a **Guinness World Record-setting** activation — for Strange Donuts, Soul Taco, Red Bull, and AnGad Arts Hotel.

03 · SIDE PROJECTS

Petal — AI CRO audit tool

2025 - 2026 · COMING SOON

For B2B SaaS agencies, consultants, and growth teams. Scores landing pages across 9 rubrics and 170+ dimensions, benchmarks against competitors, and generates client-ready action plans in 20 minutes instead of 20 hours.

molino — multi-brand design engine

2025 · OPEN SOURCE

A tool I built to ship design work faster. Brand context goes in, vanilla HTML and CSS comes out. Powers arturohurtado.com end-to-end. Open-sourced at github.com/tio-el-coder/molino.

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04 · SKILLS

WEB / PRODUCT DESIGN

Growth design · CRO · A/B testing · Data-informed design · UX design · UI design · Design systems · Branding · Prototyping · Mobile design · Figma

STRATEGY & RESEARCH

UX strategy · Funnel optimization · UX audits · Discovery · Storytelling

AI / CRAFT

Claude · Prompt design · AI in design workflows · AI agents · Custom tooling (Petal, molino)

CMS & DATA

Webflow · WordPress · Shopify · HubSpot CMS · GA4 · Optimizely · Hotjar

05 · CERTIFICATIONS

2026 AI for UX Design
Designlab

2026 Conversion Optimization
Google Skillshop

2026 Google Analytics
Google Skillshop

2023 Data-Driven Design
Designlab

2021 UX Academy
Designlab

06 · EDUCATION

2017-2018 Software Development Program
LaunchCode

2014 BAsc, Psychology
Culver-Stockton College