



# abiel muren

Portfolio Samples

# web design

I have over 20 years of web design experience, leading projects across industries like finance and marketing. I manage the full design process, from concept and user research to implementation and testing, delivering user-centered solutions such as websites, web apps, e-commerce platforms, and interactive experiences. My approach blends strategic thinking with hands-on execution, creating designs that meet business goals and provide exceptional user experiences on mobile and desktop platforms.

## Technical Skills:

### Design Tools & Software:

Figma (wireframes, prototypes, design concepts)  
Adobe XD (prototyping and design systems)  
Sketch (interface design)  
InVision (prototyping and collaboration)  
Balsamiq Mockups (wireframing)  
Xmind (user flow mapping)

### Development Technologies:

HTML5  
CSS3  
JavaScript  
Typescript  
jQuery  
Sass  
Stylus  
PHP  
React  
Angular  
Bootstrap  
Node.js  
CLI Agents

### Content Management & E-commerce:

WordPress (custom development)  
Shopify (store customization and optimization)  
Divi (WordPress page builder)  
Elementor (WordPress page builder)  
Custom Plugins and Ecommerce Extensions

### Development Environment:

Sublime Text, Visual Studio  
Adobe Dreamweaver  
Git (version control)  
npm (package management)  
Visual Studio Code  
Docker  
Local  
Vercel  
Railway  
Terminal (Linux, macOS, Shell, Nutshell, cmd)

### UX/UI Processes:

User experience conceptualization  
User interface design  
Wireframing and prototyping  
Flow mapping and user journey design  
Mockup creation  
Usability testing  
Mood board creation  
Design system development  
Responsive design implementation  
Cross-platform optimization (mobile and desktop)

### Additional Tools:

Google Analytics (user behavior analysis)  
Smarty (templating engine)  
Bodymovin/Lottie (web animations)

CASA  
MEXIQUEÑO.  
TEQUILA  
PRODUCERS

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# Tequila íntegro

Nuestro tequila esta hecho a mano por artesanos del tequila, gente honesta y comprometida con la calidad.



*Integro*



PKB  
PREMIUM  
KITCHEN & BATH

Home About Us What We Do Products Areas We Serve FAQ Blog Contact

## About Us

We Specialize in Providing Exceptional Kitchen, Bathroom, and Flooring Options

## Elevate Your Home with Premium Kitchen, Bathroom, and Flooring Solutions.

At Premium Kitchen and Bath, we specialize in providing



**Mexiqueño** — Premium tequila manufacturer

<https://abielmuren.com/demo/mexiqueno/>

**Participation:** Full visual design (UI/UX), original codebase from scratch, 3D artwork, content architecture and copywriting, photography coordination, and product renderings. Also contributed to bottle design and rendering.

**Tech skills:** HTML5, JavaScript, Stylus (CSS preprocessor), PHP templating, 3D rendering

**Status:** Archived

**Premium Kitchen & Bath** — Kitchen & bath remodeling co. /St. Louis, MO.

<https://premiumkitchenandbaths.com/>

**Participation:** Custom WordPress implementation using Divi + bespoke coding to extend functionality; UI design aligned with client's brand palette (extended where needed); collaborative content structuring; responsive styling and on-page SEO.

**Tech skills:** WordPress, Divi Builder, custom JS/CSS, branding-based styling, responsive design, basic SEO

**Status:** Active (live client site)

**MiloTrack** Features: Why MiloTrack Pricing FAQ Get Tracker

## Stop Losing Money on Mileage Calculation Errors

MiloTrack automatically calculates per-rider mileage for shared rides. No manual division, no billing errors, just accurate mileage every time.

Schedule Your Demo Watch 2-Minute Overview

Shared rides require per-rider mileage. MiloTrack calculates it automatically so your clients are clear, approved, and paid on time.

★★★★★

### Trusted by Care Providers Nationwide

Trusted by 200+ adult day services, senior transportation, and disability care providers

HOW IT WORKS

### What Makes MiloTrack Different

Built Different Because Your Needs Are Different

Most mileage trackers are for ride-share or personal reimbursement. MiloTrack is built for group medical transportation where regulations require per-rider billing.

**Goes Anywhere**

Works offline, syncs automatically

Drivers don't need cell service to log trips. Everything saves to their phone and syncs when they're back online.

**MiloTrack**

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Conformational Aesthetics Shop Conforma HA Conforma REDUCE About Us Science Professionals Cart 0

**YOUR CONTOUR + GLOW NOW ON THE GO**

SHOP THE REDUCE AND SCUPLT TRAVEL BUNDLE

SHOP NOW

OUR PROMISE

## Med Spa Level Results in Your Daily Routine

Typical Contouring

Hydrating Serum

Sale

Conformational Aesthetics — High-end biotech skincare e-commerce <https://conformationalaesthetics.com/>

**Participation:** Design (UI/UX) and custom implementation. I developed a high-conversion Shopify storefront from the ground up, focusing on a minimalist, medical-grade aesthetic. Responsible for the custom theme architecture (Liquid/CSS), and optimization of the customer journey for premium skincare bundles.

**Tech skills:** Shopify (Liquid), JavaScript, Advanced CSS/Tailwind, UI/UX Design (Figma), E-commerce Strategy, Subscription Management.

**Status:** Active

**MiloTrack** — NEMT automated billing & mileage tracking platform <https://aetmilotrack.com/>

**Participation:** Lead UX/UI design/development for the core WebApp and high-performance marketing sites. I architected the marketing platform using Next.js, while designing the WebApp's interface to simplify complex Medicaid compliance workflows. Focused on creating a cohesive user experience between the public brand and the operational driver tools.

**Tech skills:** Next.js, React, TypeScript, Tailwind CSS, UI/UX Design (Figma), Information Architecture, SaaS Workflow Optimization, AI assisted Imagery and video workflows.

**Status:** Active

## Crafting Dreams in Stone: Welcome to a World of Timeless Elegance With Ivanti Marble & Granite

[Visit Our Showroom](#)

**Ivanti Marble & Granite** — Interior Design remodeling services.

<https://ivanti-marble.com/>

<https://ivantimarbledev.abielmuren.com/contact-us/> (original concept)

**Participation:** Custom WordPress implementation using Divi + bespoke coding to extend functionality; UI design aligned with client's brand palette; collaborative content structuring; responsive styling and on-page SEO.

**Tech skills:** WordPress, Divi Builder, custom JS/CSS, branding-based styling, responsive design, basic SEO

**Status:** Active (live client site)

### DANPAL® SISTEMA DE FACHADA

Obtén una excelente difusión térmico-traslúcida de gran calidad con el sistema de fachadas Danpal®.

### Soluciones

En DANPAL contamos con un sólido equipo de profesionales de la construcción, así como una selecta red de distribuidores, que nos permite ofrecer un servicio completo, para todos sus proyectos a nivel nacional



SISTEMA DE  
FACHADA



FACHADA  
VENTILADA VRS



SISTEMA DE  
CUBIERTAS



SISTEMA DE  
LOUVERS



SOLUCIONES DE  
INTERIORES

**Danpal** — Innovative architectural light systems

<https://www.danpal.mx/>

**Participation:** Fully custom frontend code built in PHP/html (Smarty PHP + custom admin framework); frontend architecture and development (HTML5, JS, CSS with preprocessors), Git team workflow; complete UI/UX design including icons and visual styling.

**Tech skills:** HTML5, JavaScript, Stylus/CSS preprocessors, PHP (Smarty framework), Git, UI/UX design

**Status:** Active (live client site)

— Precalificación rápida, sin costo.

# El crédito inteligente que necesitas.

Cuivre es el primer broker digital que usa algoritmos avanzados para conectarte con la mejor opción de crédito en minutos, no en semanas. Sin papeleo, sin vueltas innecesarias.

[Precalíciate ahora](#)

- Cifrado de grado bancario
- +95% de satisfacción de usuarios
- Proceso 100% digital



## ¿Cansado de tocar puertas buscando crédito?



**Cuivre MX Landing Page** — Smart loan app

<https://devserv01.cuivre.mx/>

**Participation:** Full UI/UX design conceptualized in Figma; custom WordPress implementation using Divi Builder; content structuring and responsive styling; placeholder content and images; site currently under development.

**Tech skills:** WordPress, Divi Builder, Figma, CSS/styling, responsive design

**Status:** Template for designer

## Randy's Home Design

—The Leading General Contractor for Exceptional Results

Looking to transform your home? Choose Randy's Home Design, your trusted general contractor. Experience comprehensive project management, superior craftsmanship, and stunning results. Contact us today for a consultation and bring your dream home to life.

[Connect With Us](#)



**Randy's Home Design** — Home design specialist in Carson & LA.

<https://randvhomedesign.com/>

**Participation:** Custom WordPress build using Divi Builder, same role as previous—UI design, content structuring, responsive styling, on-page SEO, plus bespoke functionality enhancements.

**Tech skills:** WordPress, Divi Builder, custom JS/CSS, branding-based styling, responsive design, basic SEO

**Status:** Active (live client site)

## Other recent Websites:

**O'Neill Counseling:** Counseling and therapy services website.

<https://oneillcounseling.com/>

**Heco Equipment:** Heavy Machinery website.

<https://hecoequipment.com/>

**Growthesis:** Business growth consulting website.

<https://growthesis.com/>

**Eventos Avid:** Event management website.

<https://eventos.avidis.mx/>

**Rose Heating and AC:** Heating and air conditioning services website.

<https://roseheatingandac.com/>

**Etuo Inmuebles** — Flexible real estate services in CDMX

<https://www.abielmuren.com/demo/etuo/>

# brand identity

I create engaging motion graphics that bring brands to life through dynamic visual storytelling. My work spans from animated logos and promotional content to complex 3D animations and interactive experiences. I handle the complete production process including concept development, storyboarding, animation, and post-production to deliver compelling multimedia content that enhances marketing campaigns and digital experiences.

[View project samples organized in the designated drive folder.](#)

## Technical Skills:

### Design Software:

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Figma

### Brand Development Process:

Logo conceptualization and design  
Visual identity systems  
Brand book design  
Brand guideline creation  
Style guide development  
Color palette definition  
Typography selection and pairing  
Brand asset creation  
Mood board development  
Brand consistency implementation  
Brand Iconography

### Output Formats & Applications:

Print materials (business cards, brochures, stationery)  
Digital assets (social media, web graphics)  
Promotional merchandise design  
Packaging design  
Marketing collateral  
Brand documentation  
Vector and raster format optimization

### Additional Skills:

Brand strategy alignment  
Client presentation and feedback integration  
Cross-platform brand adaptation  
Ensuring consistency across digital platforms  
Brand refresh and evolution  
Updating existing identities while maintaining brand recognition  
Comprehensive branding packages creation  
Brand photography direction  
Advanced retouching for high-quality brand visuals  
Interactive brand experiences  
Integrating brand elements into multimedia and digital campaigns

# motion graphics

I create engaging motion graphics that bring brands to life through dynamic visual storytelling. My work spans from animated logos and promotional content to complex 3D animations and interactive experiences. I handle the complete production process including concept development, storyboarding, animation, and post-production to deliver compelling multimedia content that enhances marketing campaigns and digital experiences.

**View project samples organized in the designated drive folder, or in vimeo.**

<https://vimeo.com/abielmuren>

## Technical Skills:

### Animation Software:

Adobe After Effects (motion graphics, compositing, VFX)  
Adobe Premiere (video editing and post-production)  
Adobe Flash (interactive animations)  
3D Studio Max (3D animation and modeling)  
Adobe Audition (audio editing and sound design)

### Motion Design Processes:

Storyboard creation and visual planning  
2D and 3D animation production  
Motion graphics design and execution  
Visual effects and compositing  
Audio integration and sound design  
Script development for animated content  
Dynamic GIF creation for web and social media

### Output Formats & Applications:

Promotional videos and commercials  
Animated infographics and instructional content  
3D animated intros for events and websites  
Interactive multimedia assets for live events  
Social media motion content and banners  
Marketing campaign animations  
Educational and training videos

### Additional Skills:

Interactive mini-game development (Flash-based marketing activations)  
3D product visualization and rendering  
Event animation and live multimedia integration  
Web animation implementation (Bodymovin/Lottie)  
Cross-platform animation optimization  
Client presentation of animated concepts  
Technical animation for industrial and architectural applications

# 3D viz & rendering

I specialize in photorealistic 3D visualization and rendering for industrial, architectural, and commercial applications. My expertise covers the complete 3D production pipeline from modeling and texturing to final rendering and post-production. I create compelling visual content that supports sales presentations, training materials, and marketing campaigns, with particular strength in technical and product visualization for specialized industries.

**View project samples organized in the designated drive folder.**

## Technical Skills:

### 3D Software:

3D Studio Max (modeling, animation, rendering)  
Rhino 3D (precision modeling and CAD integration)  
V-Ray (photorealistic rendering engine)  
ZBrush (detailed sculpting and texturing)  
Keyshot (product rendering and visualization)  
Substance Painter (advanced texturing and materials)  
Blender 3d  
Inventor (technical modeling integration)  
Other small software like re-meshers, texture and retopology tools

### 3D Production Pipeline:

3D modeling and geometric construction  
Texturing and material development  
Lighting setup and scene composition  
Photorealistic rendering and output optimization  
Animation and motion design  
Post-production and compositing integration  
Technical visualization for complex machinery

### Specialized Applications:

Industrial and machinery visualization  
Architectural rendering and walkthroughs  
Product design and marketing renders  
Mining industry technical animations  
Sales presentation support materials  
Training video content creation  
Interactive 3D media development

### Additional Skills:

Integration with video production workflows  
Client presentation of 3D concepts and progress  
Technical accuracy in industrial applications  
Cross-platform rendering optimization  
VFX integration with live-action footage  
3D content for web and interactive platforms  
Collaborative work with engineering and sales teams

# digital marketing assets

I create comprehensive digital marketing assets that drive engagement and support campaign objectives across multiple platforms. My approach involves designing cohesive visual content that aligns with brand strategies while optimizing for specific digital channels. I handle everything from social media graphics and email campaigns to interactive content and promotional materials that enhance online visibility and audience engagement.

[View project samples organized in the designated drive folder.](#)

## Technical Skills:

### Design Software:

- Adobe Photoshop (digital asset creation and optimization)
- Adobe Illustrator (vector graphics and scalable designs)
- Adobe InDesign (multi-page marketing materials)
- Canva (quick social media content creation)
- Figma (collaborative design and prototyping)

### Digital Content Creation:

- Social media graphics and banners
- Email campaign design (e-blasts, newsletters, promotional emails)
- Digital advertising assets (various ad sizes and formats)
- Web banners and promotional graphics
- Interactive visual content and animations
- Landing page design and optimization
- Marketing collateral and brochures

### Campaign Support Materials:

- Event promotional assets and signage
- Interactive mini-games for marketing activations
- Animated GIFs and motion content for social platforms
- Infographic design for content marketing
- Digital invitations and announcements
- Brand-consistent marketing templates

### Additional Skills:

- SEO-friendly content creation and optimization
- Cross-platform asset adaptation and sizing
- Campaign strategy visualization and planning
- A/B testing asset creation for optimization
- Integration with marketing automation platforms
- Analytics-driven design improvements
- Client training on digital asset management
- AI tool integration for creative concept generation and workflow optimization

# ux / ui design

I design intuitive user experiences that prioritize user needs while achieving business objectives. My process involves comprehensive user research, wireframing, and prototyping to create seamless digital interactions. I focus on creating user-centered solutions through iterative design, usability testing, and data-driven improvements that enhance navigation and deliver exceptional experiences across all devices and platforms.

**View project samples organized in the designated drive folder.**

## Technical Skills:

### UX/UI Design Tools:

Figma (wireframing, prototyping, design systems)  
Adobe XD (user experience design and prototyping)  
Sketch (interface design and component libraries)  
InVision (interactive prototypes and collaboration)  
Balsamiq Mockups (low-fidelity wireframing)

### UX Research & Planning:

User flow mapping and journey design  
Wireframe and prototype development  
Usability testing and user feedback integration  
User research and behavior analysis  
Information architecture planning  
Mood board creation for visual direction

### Design Process & Methodology:

UX/UI conceptualization for apps and web applications  
Design system development and maintenance  
Responsive design implementation  
Cross-platform optimization (mobile and desktop)  
Iterative design improvements based on testing  
Client feedback integration and design refinement

### Technical Implementation:

HTML5/CSS3 integration for seamless development handoff  
Interactive prototype creation  
Design-to-development workflow optimization  
Performance-focused design decisions  
Accessibility considerations in design

### Additional Skills:

Collaborative design with development teams  
Client presentation of UX concepts and user flows  
Data-driven design decisions using analytics  
E-commerce user experience optimization  
App and web-app interface design  
Design documentation and style guide creation

