

# DAVID ROA

UI Designer | Graphic Designer

UI designer with a graphic design background and experience in materializing ideas and guidelines with a user-centered focus. Skilled at creating compelling and intuitive user experiences using my illustration background.

## Experience

### Tango Discos y Libros

*September 2020 - December 2020*

- Conducted research on the company's branding and history to design bookmarks to complement their printed advertisement.
- Collaborated with stakeholders to conceptualize and design brand-appropriate business cards.

### Entre Rios y Montanas

*February 2020 - March 2020*

- Collaborated with Colombian artist Luisa Roa to illustrate a map depicting the wildlife and vegetation in Caqueta ( Colombia).
- Researched key elements and characteristics of Caqueta (Colombia) to create a faithful depiction of their ecosystems.
- Collaborated remotely with developers and stakeholders to follow the project's guidelines and deliver a cohesive product.

### Fusion Andina

*March 2015 - May 2015*

- Designed business cards and menus following the company's guidelines and branding for the opening day of the restaurant.
- Developed two different iterations of menus and business cards and tested them with stakeholders to pick the design that best represents the company.

### Metropolis Boston

*April 2012 - August 2019*

- Worked as a bartender prioritizing tasks and minding time constraints to deliver a timely experience for every customer at the bar.
- Created craft cocktails inspired by the current season of the year using ingredients and flavors that would best represent them.
- Collaborated with servers and kitchen staff to deliver a better product to the public.
- Translated in Spanish and English to create a more efficient team dynamic.

## Contact

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Denver, CO

## Education

### UI Design Program

CareerFoundry  
Denver, Colorado  
2020

### Graphic Design and Multimedia

LaSalle College International  
Bogota, Colombia  
2009

## Skills

### Personal

Creativity  
Team Work  
Organization  
Flexibility

### Technical

Graphic Design  
User-Centered Design  
Rapid Ideation  
Usability Testing  
Responsive Web Design  
Prototyping  
Wireframing

### Software

Sketch  
Figma  
Invision  
Illustrator  
Photoshop  
Indesign

### Languages

English  
Spanish