# DAVID ROA
## UI Designer | Graphic Designer

UI designer with a graphic design background with 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 wild life 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 company's guide-lines 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 constrains 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
2019

## 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
Invsion
Illustrator
Photoshop
Indesign

**Languages**
English
Spanish