

# Ryan Rosales, Digital Product Designer

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Digital Product Designer specializing in web and mobile UI/UX design; and exploring augmented reality design. Offering 3 years of Graphic Design and Typography expertise and 1 year of UI/UX Design work experience.

Innovative visual problem solver that applies user-centered design practices to identify experience problems. Then develop optimal user experience and aesthetically modern design solutions, with the goal of increasing business revenue.

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## Relevant Experience

July 2020 - September 2020

### KC HiLiTES (Freelance) - Product Designer

An American off-road lighting manufacturer.

Worked closely with the project manager to develop a mobile app design solution that remotely controls the settings of a physical controller product.

May 2020

### Software Developer Website (Freelance) - UI/UX Designer

Managed client project and delivered a creative and interactive personal website design.

October 2019 - January 2020

### Infinite Peripherals (Internship) - Visual Designer

Leading innovator of enterprise mobility that provides mobile solutions to business operations.

- Led visual design directions for product landing pages targeting the airline industry and Fortune 500 companies.
- Translated designs into front-end coding languages, resulting in efficient collaboration with the development team.
- Utilized Graphic Design and Typography skills to produce social media and print content.
- Assisted the Creative Director with the production of product motion graphics and participated in the marketing campaign for NRF 2020.

February 2019 - May 2019

### Kontess (Freelance) - UI/UX Designer

Irvine CA, based education tech startup that provides web and SASS solutions for tech competitions.

- Revamped Kontess' website and branding strategy that reflects their updated business values.
- Researched, designed and prototyped a SASS interface that would be utilized for tech competitions held by high-profile universities.

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## Education

August 2017 - May 2020

### California State University Fullerton, Fullerton CA

Completed 132 units towards BFA Graphic and Interactive Design, 2017-2020.

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## Skills and Software

UI/UX Design | Product Design | Graphic Design | Visual Design | Typography | Interaction Design | Prototyping | User Research | Usability Testing | HTML/CSS/SASS

Figma | Serif Affinity | Adobe Creative Suite | Visual Studio Code | Principle