

# RYAN ROSALES

Digital Product Designer

<> <https://ryanrosales.com/>

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## EXPERIENCE

### Freelance - UX/UI Designer

May, 2020 - December, 2020

- Worked on UX/UI projects from website design to mobile apps.

### Infinite Peripherals - Visual Design Intern

October, 2019 - January, 2020

- Worked in an established design system to design product web pages in collaboration with Otterbox and Oracle.
- Partnered with the development team to translate landing page designs to front-end coding languages to development hand-off.
- Contributed to the visual strategy and UX/UI design of a 20 ft. mobile marketing display for NRF 2020.

### Kontess - Freelance UX/UI Designer

February, 2019 - May, 2019

- Modernized a tech competition service website of a student startup at the University of California, Irvine.
- Spearheaded the UX/UI design of a user "dashboard," which was pitched for a competition held by UCI program coordinators.
- Final designs contributed to the startup's presentation, resulting in 3rd place at the competition.

## UX/UI PROJECTS

### Ocular - AR/MR Glasses

October, 2020 - November, 2020

A solo UX project with the goal of improving the work of registered nurses through AR. Conducted user research and interviews; feedback indicated patient charting as the main problem for nurses. **Conceptualized and designed the end-to-end product from sketches, storyboard, 2D and 3D prototyping and usability testing.** Finally, produced a demo walkthrough.

Project Link - <https://ryanrosales.com/ocular>

### Synneko - IoT Mobile App

September, 2020 - October, 2020

Collaborated with a team of 5 to create a concept solution for existing UX problems in IoT and smart speaker devices. Contributed to research and creation of a design system and personas. **Headed the end-to-end design process from concept, userflows, prototypes, usability testings and high-fidelity design mockups.** Team presented the results to IterateUX, a UX design community, with 30+ attendees in a Zoom call.

Project Link - <https://ryanrosales.com/synneko>

### Crunchyroll - Website Redesign

July, 2020 - August, 2020

Utilized data from user feedback to restructure the UX and revitalize the UI of a leading Anime streaming platform. Organized a Google survey with 11 responders. **Executed the UX design process of research, userflows, personas, wireframes, A/B and usability testings, and high-fidelity mockups.** Shared my results on LinkedIn and Medium.

Project Link - <https://ryanrosales.com/crunchyroll>

## EDUCATION

### California State University, Fullerton (August, 2017 - May, 2020)

Fullerton, CA

Completed 132 credits towards **Bachelor of Fine Arts in Graphic and Interactive Design**

## CERTIFICATIONS

### Introduction to XR: VR, AR, and MR Foundations

Coursera. Issued Jan. 2021.

No Expiration Date

## SKILLS

### Design

User Experience (UX) Design  
User Interface (UI) Design  
Visual Design  
Graphic Design  
Typography  
Prototyping  
User Research  
Visual Communication

### Coding Languages

HTML5  
CSS3/SASS

### Software/Tools

Figma  
Adobe Photoshop, Illustrator,  
InDesign, XD, After Effects  
Principle  
Microsoft Maquette  
Oculus Rift S

### Working Knowledge

Unity  
C#  
XR 3D Prototyping  
AR/VR Design  
AR SDKs - Vuforia, ARKit, ARFoundation