

Ryan Rosales, Digital Product Designer

ryanrosales.com | ryancrosales1@gmail.com | linkedin.com/in/ryancrosales | (559) 283-5997

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

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

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) - UX/UI 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) - UX/UI Designer

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

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

Education

August 2017 - May 2020

California State University Fullerton, Fullerton CA

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

Skills and Software

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

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