



Ryan Rosales

Product Designer

SIDE PROJECTS

Meta Apparel | UX/UI Designer

August - September, 2021 | 2 weeks

A E-Commerce cross-platform with a website and dedicated mobile app design, with Augmented Reality (AR) features.

- Conducted research studies, including user interviews, surveys, competitive analysis and usability testing.
- Executed low-fidelity and high-fidelity mockups and prototypes in Figma, produced 3D renders in Blender, and developed a Augmented Reality (AR) demo in Unity.
- Achieved a 40% increase in success rate during high-fidelity testing.

VR Jam - Pale Blue VR | UX/UI Designer

July - August, 2021 | 3 days

Participated in a VR game jam, collaborated with a team of programmers, a 3D artist and musician in a fast-paced, remote environment to build a VR game in 72 hours.

- Designed and delivered UI and 3D assets to the engineering team.
- Shipped a VR game on Itch.io and generated 88 views and 34 downloads within a 7 day period.

EXPERIENCE

Lennar Corporation | Designer

February - April, 2021

- Worked with the marketing team to design web templates for various residential communities in the San Francisco, Bay Area.

Infinite Peripherals | Design Intern

October - January, 2020

- Worked with the marketing team to design web templates for various residential communities in the San Francisco, Bay Area.
- Responsible for the design direction of product landing pages in collaboration with Otterbox and Oracle.
- Teamed with marketing managers to produce digital design work, such as social media content.
- Worked in Sketch to design UI assets and manage design systems.

Freelance | UX/UI Designer

May, 2019 - December, 2020

- Presented and introduced design concepts to stakeholders and engineers and a startup.
- Collaborated with developers and project managers to design prototypes in Figma for web and mobile platforms.

CONTACT

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

Linkedin | <https://www.linkedin.com/in/ryancrosales/>

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EDUCATION

Google UX Design Professional Certificate | 2021

California State University, Fullerton | 2017 - 2020

- Area of study: Graphic and Interactive Design

SKILLS AND TECHNOLOGY

User Experience Design and AR/VR

User Research | Interviews/surveys | Competitive Analysis | Affinity Diagramming | Journey Mapping | Usability Testing | Wireframing | Low-fidelity & high-fidelity | Prototyping | User Experience (UX) Design | User Interface (UI) Design | Typography | Design Thinking | Design Systems | 3D | Augmented Reality (AR) | Virtual Reality (VR)

Languages

HTML5 | CSS3 | SASS | C# (learning)

Technology

Figma

Principle

Adobe CS

Unity

Blender

ARFoundation

ARKit

Oculus Quest 2 & Rift S