

RYAN ROSALES

Digital Product Designer specializing in XR, web and mobile app products.

OBJECTIVE

Result-driven and innovative Product Designer seeking a UX/UI design position; to achieve satisfactory user experiences by applying user-centered design practices and 3 years of outstanding expertise in visual design and Typography across web and mobile app products.

RELEVANT EXPERIENCES

Freelance - UX/UI Designer

May, 2020 - Present

- Presented to clients and generated high-fidelity visual design solutions to UX problems for multiple web and mobile products.
- Refreshed existing UI to clean and minimal layouts according to client needs.

Synneko - Product Designer

September, 2020 - October, 2020

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

- Headed the end-to-end mobile app design, from concept to high-fidelity mockups.
- Collaborated with a Product team of UX researchers and designers.
- Contributed to UX research studies and conducted usability testing.
- Assisted in the creation of a design system to expedite workflow efficiency.

Crunchyroll - UX/UI Designer

August 2020 - September 2020

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

- Revitalized the Crunchyroll website with the intention of improving user conversion and revenue; attained a restructured user experience.
- Identified Crunchyroll's business goals through competitive and data analysis.
- Implemented user feedback to improve the usability and experience of the website.
- Performed usability testing of prototypes to validate solutions.

Infinite Peripherals (Internship) - Visual Designer

October, 2019 - January, 2020

- Oversaw the visual design of 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.

Kontess (Freelance) - UX/UI Designer

February, 2019 - May, 2019

- Revamped Kontess' website and branding strategy to reflect their updated business values.
- Delivered high-fidelity mockups of a SaaS interface that would be utilized for tech competitions held by high-profile universities.

EDUCATION

California State University Fullerton, Fullerton CA

Completed 132 units towards Bachelor of Fine Arts (BFA) Graphic and Interactive Design | August, 2017 - May, 2020.

Will complete the remaining 3 units towards the 135 unit requirement after returning to a suitable financial state.

Relevant courses towards UX/UI

Typography C | Fall 2018

Advanced application of Typography and [intro to UX/UI Design](#).

Computer Assisted Graphics | Fall 2019, Spring 2020

Application of [web design](#) and basic fundamentals of HTML5/CSS3.

Design/Interactive Art | Fall 2019

Learned how to [prototype mobile app designs](#) in Adobe XD and Animate.

SKILLS

User Experience (UX) Design

User Interface (UI) Design

Visual Design

Graphic Design

Typography

Prototyping (XR, web, mobile)

User Research

Visual Communication

SOFTWARE/TOOLS

Figma

Adobe Photoshop, Illustrator, InDesign, XD, After Effects

Anima

Principle

Sketchbox 3D

Microsoft Maquette

Oculus Rift S

CODING LANGUAGES

HTML5

CSS3/SASS

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