

RYAN ROSALES, DIGITAL PRODUCT DESIGNER

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2670 E Nees Ave, APT 101, Fresno, CA, 93720

Highly curious and ever learning Digital Product Designer specializing in web and mobile experience design. In-progress learning of XR (AR/VR/MR) Design.

Offering 3 years of Visual Design and Typography expertise and 1 year of UX/UI Design experience.

RELEVANT EXPERIENCE

Freelance - Product 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

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

- 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

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

- 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.

SKILLS

User Experience (UX) Design | User Interface (UI) Design |
Visual Design | Typography | Prototyping | User Research |
Usability Testing

SOFTWARE

Figma | Adobe Creative Suite |
Visual Studio Code | Principle

CODING LANGUAGES

HTML | CSS/SASS

EDUCATION

California State University Fullerton, Fullerton CA

August 2017 - May 2020

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