RYAN ROSALES

Digital Product Designer

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EXPERIENCE

Freelance - UX/UI Designer
May, 2020 - Present

• 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**. 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

A solo project that utilized 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**

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