



# Ryan Rosales

## Product Designer

### SIDE PROJECTS

#### Meta Apparel | UX/UI Designer

August - September, 2021 | 2 weeks

A E-Commerce cross-platform consisting of 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

- Collaborated across design, marketing and engineering teams to design the UI of a 20-foot marketing display for NRF.
- 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 delivered design concepts to stakeholders and engineers and a startup owner.
- 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/>

**Email** | [ryancrosales1@gmail.com](mailto:ryancrosales1@gmail.com)

### EDUCATION

#### Google UX Design Professional Certificate | 2021

- 200+ hour intensive training in UX/UI methodologies and technologies by Google's UX instructors.

#### 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 | C# (learning)

#### Technology

Figma	Principle	Adobe CS
Unity	Blender	ARFoundation
ARKit	Oculus Quest 2 & Rift S	

### TOPICS

#### Ask me about

- How to get started in AR/VR as a UX/UI Designer.
- My current AR/VR projects.
- My skincare routine that makes me look a lot younger than my age.
- My interests in Anime and gaming.