

# Ryan Rosales, Digital Product Designer

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## Experience

July 2020 - Present

### KC HiLiTES - UI/UX Designer

Worked closely with the project manager to design a mobile app that remotely controls the settings of a physical controller for an American off-road lighting manufacturer.

July 2020 - August 2020

### Crunchyroll (unsolicited) - Product Designer

Applied UX practices to redesign a Anime streaming website. Research and analysis identified existing user experience problems that negatively affected current business goals. Research results and data were used to drive all design stages, including persona, wireframing, A/B testing and usability testing. Results of project include a modern and clean visual design with an improved navigational experience providing a user-centered solution that would improve user conversion and increase revenue.

October 2019 - January 2020

### Infinite Peripherals - Marketing Design Intern

Led visual design directions for product 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. Utilized Graphic Design and Typography skills to produce social media and print content. Assisted the Creative Director with the production of product motion graphics and participated in the marketing campaign for NRF 2020.

February 2019 - May 2019

### Kontess - UI/UX Designer

Redesigned a startup company's website to create a more user-friendly experience. Researched, designed and prototyped a dashboard interface that will be utilized for tech competitions held by high-profile universities.

## Education

Fall 2013 - Spring 2017

**Irvine Valley College, Irvine CA**

August 2017 - May 2020

**California State University Fullerton, Fullerton CA**

## Skills and Software

UI/UX Design | Product Design | Graphic Design | Visual Design | Typography | Interaction Design | Prototyping | User Research | HTML/CSS/SASS

Figma | Sketch | Serif Affinity | Adobe Creative Suite | Visual Studio Code | Principle