Ryan Rosales, Junior Product Designer & Freelancer

ryanrosales.com | ryancrosales1@gmail.com | (559) 283-5997

Experience

July 2020 - Present

KC HiLiTES - Freelance UI/UX Designer

Freelance opportunity to work for an American off-road lighting manufacturer. Worked closely with the project manager in designing an app that would be used for a physical controller product.

July 2020 - August 2020

Crunchyroll (unsolicited project) - Product Designer

Took on this project to put the UX process into practice by redesigning an Anime streaming website. Identified current business goals and conducted user research to pinpoint user experience problems. Acquired data was used to drive the persona and wireframing stage, along with performing A/B testing and usability testing during the design stage. The results were a modern and clean visual design, improved navigation experience, and an overall experience that in theory, 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 - Freelance 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 | Typography | Visual Design | Interaction Design | Prototyping | User Research | HTML/CSS/SASS

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