

# Ryan Rosales, Digital Product Designer

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Digital Product Designer specializing in web and mobile design. Offering 3 years of Visual Design and Typography expertise and 1 year of UX/UI Design experience.

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## Relevant Experience

September 2020 - October 2020

### Synneko - Product Designer

Concept smart speaker device and IoT mobile app.

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.

August 2020 - September 2020

### Crunchyroll - UX/UI Designer

A redesign of a leading Anime streaming platform.

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.

July 2020 - September 2020

### KC HiLiTES (Freelance) - Product Designer

An American off-road lighting manufacturer.

- Campaigned with the project manager to design a mobile app, that remotely controls a physical controller product.
- Remained transparent and displayed effective communication with stakeholders.

October 2019 - January 2020

### Infinite Peripherals (Internship) - Visual Designer

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.

February 2019 - May 2019

### Kontess (Freelance) - UX/UI Designer

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.

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## Education

August 2017 - May 2020

### California State University Fullerton, Fullerton CA

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

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## Skills and Software

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

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