

# Adrian Burlaza

## UI & Graphic Designer

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San Diego, CA

### About

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UI and graphic designer with a strong visual design background. Extensive experience in brand development, logo design, vector illustration, working with existing guidelines, and functional design.

### Skills

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Graphic Design  
Wireframing  
Prototyping  
Style Guides  
Iconography  
Logo Design  
Branding  
Typography  
Photography  
HTML, CSS, Javascript

### Tools

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Figma  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe Lightroom  
Final Cut Pro

### Education

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**UI Design Certificate w/  
Frontend Development  
Specialization**  
CareerFoundry | 2024

**Bachelors of Fine Arts  
Graphic Design**  
San Diego State University

### Projects

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#### UI Designer | March 2024 - April 2024

*Flow (Money Savings App) | CareerFoundry*

- Designed high fidelity mock-ups for a money savings application that enables users to track expencese, set savings goals and create custom budgets.
- Created brand guidelines with use of logo as well as color and typography.

#### UI & UX Designer | February 2024 - March 2024

*PGA Coach (Golf Aid App) | CareerFoundry*

- Conceptualized and designed a golf aid application by conducting competitive analysis and product research to prototype high fidelity UI that is optimized for native iOS and Android systems.

### Experience

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#### Graphic Designer | March 2022 - Present

*Integrated Signs, California*

- Collaborate with project managers and clients to develop the design of interior and exterior signage including materials, color & lighting.
- Created standardized design template for common sign materials and colors, streamlining the design process by 30%.
- Work with design briefs to develop new signage for clients using their existing brand guidelines.
- Use engineering and architecture principles to scale building elevations and ensure accuracy of sign dimensions and construction details

#### Graphic Designer & Product Photographer | September 2020 - March 2022

*CashCo Pawn, California*

- Worked directly with the Creative Director to create & design full marketing campaigns for print and web applications.
- Increased efficiency by 70% by creating a full-cycle product photography workflow, including intake, image processing, file nomenclature, and file handling.
- Photographed inventory as well as created videos for marketing promotions.
- Created logo identity re-brand with simple brand style guide.

#### Founder & Lead Photographer | July 2017 - present

*Adrian Burlaza Photography, California*

- Manage all incoming leads and client correspondence, as well as updating all social media presence.
- Created client intake workflow for mainining, booking and upselling services to clients.
- Designed all logo and branding, including web design & social media accounts.
- Served as lead photographer & photo editor, primarily photographing weddings, engagements, and families.

#### Freelance Graphic Designer | July 2014 - July 2017

*Adrian Burlaza Design, California*

- Collaborated with small businesses and startups to create logos, branding, business cards, packaging design, and apparel that align with their business goals and visions.
- Created brand style guides containing correlated type faces and color swatches for cohesive brand development.