



AUGIE DELMONACO

UX/UI Designer

Graphic Designer turned UX/UI Designer with a desire to learn and solve problems. Recently acquired a **UX/UI certificate** from the University of Texas with skills in **UX Research, Design Thinking, Visual Prototyping, and User Interface Development**. After 8 years experience leading creative initiatives for **new product development** in the retail market, I've decided to pursue my passion and analytical mindset in the digital world of UX Design.

PROJECTS

Save an Angel Website | Responsive Redesign

- Redesigned the organization's website to be more **modern, user-friendly** and **optimized** for both desktop and mobile platforms
- Administered **research, interviews** and **A-B testing** to collect feedback and understand the user's insights, problems and goals
- Owned all **mobile design** composition and iterations throughout **design thinking** process
- Presented **case study** to **key stakeholders** in a professional environment

FitFriends Mobile App | Fitness App for iOS Devices

- Executed project brief from the initial **UX Research** phase across the entire product lifecycle using the **design thinking** process to **visualize and iterate effective UX design**
- Acted as **Project Manager**, keeping team on task by implementing **Agile methodology**
- Facilitated research initiatives to develop a **user persona, problem statement** and **design prototypes** that effectively solved the user's needs and pain points

H-E-B Microsite | e-Commerce UI Design & Front End Development

- Established an **e-Commerce microsite** to assist young adults with their grocery shopping routine
- Created **wireframes** and **animated prototypes** with a user-centered design approach
- Engineered a detailed **style guide** as a reference throughout entire site design

EXPERIENCE

DHI Mortgage | Graphic Designer | Austin, TX | (04/19 - Present)

- Ideate and build **storyboards** for video production team
- Collaborate with team to execute the **design** and **copy writing** needs for new program flyers
- Exercise strict **project management** skills to carry out abrupt same-day turnaround times

Freelance | Graphic Designer | Austin, TX | (01/17 - Present)

- Secure strong **client relationships** ensuring open communication and positive experience
- Design corporate identities, marketing collateral & product packaging for **various industries**

Gold Eagle Co. | Sr. Graphic Designer | Chicago, IL | (08/11 - 10/18)

After 6 years of service, achieved 3 promotions from Marketing Brand Assistant to Senior Graphic Designer

- Increased retail sales **10-20%** from 2016-18 by playing a key role in product development, performing **research, competitor analyses** & execution of packaging **design iterations**
- Conducted brainstorming sessions with **key stakeholders**
- Translated **detailed product specs** into visually compelling graphics & brand copy
- Boosted **productivity** by **25%** in the marketing department by implementing a **PM software**

CONTACT



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SKILLS

DESIGN THINKING

USER RESEARCH & PERSONAS

USER JOURNEY MAPPING

WIREFRAMING & PROTOTYPING

USER INTERFACE DESIGN

HTML/CSS

EDUCATION

UX/UI Certificate Program

University of Texas, Austin, TX

BS, Graphic Design

Bradley University, Peoria, IL

Major: Graphic Design