



**Zoraida Salcedo**

## DESIGNER

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## EDUCATION

JUN. 2014

BFA | Digital Art & Design

| Motion Minor

EAPD

## WHAT I DO

My passion for purpose, well structure design and user patterns build the foundation of my UX centered approach in products and identity designs.

**I work across concept design, UX and UI Design.**

Familiar with SCRUM and Agile methodologies.

## SKILLS

Research & Strategy

User Experience Design

User Interface Design

Digital Product Design

Brand Identity Development

Graphic Design

Content Creation & Copywriting

## WHAT I'M LOOKING FOR

An opportunity to share the fun of designing user experiences for digital products that empower and engage — Looking to join a team with an enthusiastic creative culture, that values learning and innovation.

## EXPERIENCE

Oct. 2016  
Present

**UX Designer | Digital Strategist (Co-Founder)**

**Think Telic**

Involved in all aspects of production, from brainstorming, defining requirements, setting goals, art and creative direction, to UX Research, content development and UX/UI Design, all while working with developers to make sure everything comes together.

Jun. 2016  
Sept. 2016

**UX Designer | Product Designer (Contract)**

**StayTuned.tv**

Responsible for defining structure, based on time and needs. Worked as UX/UI Designer across multiple layers of the product. Particularly focused on maximizing the management reach and control over the web application.

Jan. 2008  
Present

**Identity Developer | Graphic Designer**

**Various**

Worked on multiple projects, focused mostly on defining visual styles and usability of digital products (UX/UI), while also developing brand identities. My primary focus with any brand is to develop a fully functional system that would be scalable and easy to manage.

I found myself wearing many hats on a day-to-day basis, working on digital and print design, user and interface designs, copywriting, brand management, and digital marketing. In each project I've worked closely with product and executive management, always keeping consistency and the final user in mind to provide the best service possible.