

**ERIKA
RINCON**

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Core Fields of Study

GRAPHIC DESIGN

- Branding
- Print Design
- Digital Design

Software

- Adobe CC Suite
- Photography

UI DESIGN

- Low & Hi Fidelity Wireframes
- Feature Prioritization
- Web Development
- IA

Languages

- HTML/CSS3
- Wordpress
- Bootstrap 4



UX DESIGN

- Persona Creation
- Journey Flows
- Heuristic Analysis
- Task Based Testing
- Design Thinking
- Psychology

Software

- Sketch
- Balsamic

PRODUCT MANAGEMENT

- Product Ideation
- Customer Segments
- Roadmaps
- KPI
- Marketing
- Prioritization
- A/B Testing

Work Experience

Avenue i Media September 2017 - Current

Experience: UI / UX / Digital Designer / Front-End Developer

- Based on CEOs requirements and click through goals, I created low & high fidelity wireframes for internal CMS production.
- Implemented front-end development for mockup implementation using Bootstrap 4.
- Developed multiple websites for Aim's form products, which included branding, graphics, coding and animations.
- Implemented usability testing with heatmaps tools such as CrazyEgg, and reported results to CEO.
- Set up goals and event tracking in google analytics for behavioral analysis.

RankSharks March 2015-March 2016

Experience: Development Department Manager / Web Developer / UX designer

- Managed a team of developers and oversaw task flow and quality, while I developed projects myself.
- Increased efficiency of web development department which increased sales of web design projects.
- Developed client brand, including digital graphics, Wordpress development, which included wireframes and mock-ups.
- Lead discoverability meetings with clients as well as feature specifications, prioritization and timeline.
- Optimized websites for SEO through meta-data and helped clients set up their email management software.

ADspotting August 2014-December 2016

Experience: Visual Designer / Co-Founder

- Lead customer segment development by assessing user needs, creating personas and performing interviews.
- Delivered competitive comparative analysis and heuristic evaluation to find a competitive edge and develop feature prioritization.
- Conceptualized interface by using card sorting, information architecture (IA), user flows and site mapping.
- Designed UI by using wireframes and high fidelity prototypes for testing.

PTM Images July 2014-March 2015

Experience: Project Management / Graphic Artist

- Managed hospitality projects and production plans for the St. Regis Hotel in China.
- Developed art work and 3D wall installations for the St Regis and three out of four project proposals were accepted.
- Gained production and advance image editing skills.

Education

● 2009

Cerritos College
A.A. in Painting &
Drawing

● 2013

CSU Northridge
B.A. in Graphic Design

● 2014

Santa Monica College
Web Technology Courses

● 2016

Springboard
UX Design Certificate

● 2017

General Assembly
Product Management

● 2018

CSU Long Beach
Human Factor
MS Prerequisites
- Current