Edwin Leal
Visual Designer

HELLO

I'm a UX / UI designer

Who likes to create highly usable

interfaces for products and websites

I have strong conceptual skills and the
ability to quickly develop
creative solutions to visual
communications problems, clean design
is my thing, like **Da Vinci** said

*"simplicity is the ultimate
form of sophistication".*

I breathe, eat and live design.

Contact Me

me@elealdesigns.com

www.elealdesigns.com

+1 (713) 820-1629

Education

Universidad Autónoma de Occidente / Colombia
Bachelor Degree / Graphic Design Studied all aspects of graphic design including advertising, branding, editorial, packaging and front end web development .
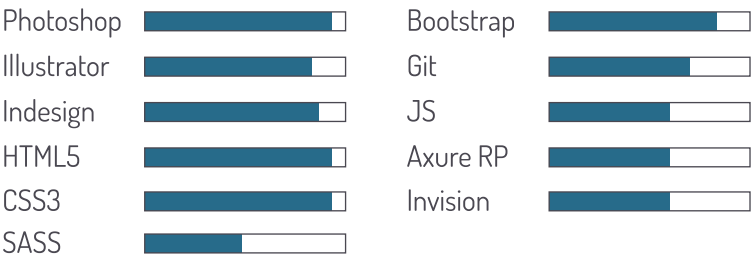
Experience

WEB DESIGNER 2008 – 2009 **Sigmamovil**
Responsible for the design, layout and coding of the en2movil (www.en2movil.com) website, involved with the technical and graphical aspects of en2movil website – how the the site works and how it looks.

GRAPHIC & WEB DESIGNER 2009 – 2011 **BigXperience**
Designed and developed websites for companies, newsletters designs and branding.
Responsive design for desktop, mobile and tablet.
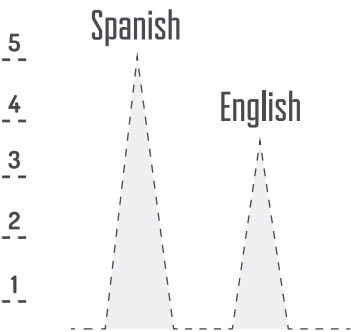Information architecture and content strategy.

WEB DESIGNER 2011 – 2012 **Awesome Medical Marketing**
Responsible of creating microsites, landing pages, websites and graphic pieces for medical services.

UX/UI Designer 2014 – Present
Gene by Gene / FamilytreeDNA
Participate in user research to improve currently apps for Geneologist and users who want to trace family history for FamilyTreeDNA.com, I'm Currently working in a internal app tool to generate Medical Reports (Carrier Screening) using Agile Methodology implement by the Product Manager.
User interface design for web and mobile, Logo design, Branding and Promotional Material for DNA (Ancestry and Medical Research).

Skills

Photoshop		Bootstrap	
Illustrator		Git	
Indesign		JS	
HTML5		Axure RP	
CSS3		Invision	
SASS			

LANGUAGE

5
4
3
2
1

Spanish

English

CREATIVE FIELDS

● Web Design
● Branding
● Print Design
● Editorial