



## Experience

### Senior UI/UX Designer - ActiveProspect

May 2019 - Current

- Responsible for establishing UX vision & strategy, defining design standards & patterns
- Maintain communication with the customer at all times; leveraging customer feedback, in-depth site analytics, internal subject matter experts, and research findings to solve problems
- Partner with the front end developers to maintain a cohesive design experience and ensure that visual designs are implemented accordingly to design specs
- Critique in-progress design work, evaluating the priority and effectiveness of solutions
- Develop UI, update existing features, and establish complex interactive prototypes
- Employ design thinking methodologies and exercises such as post-ups, affinity diagramming, personas, story & user journey mapping, storyboarding, & empathy maps
- Create and lead testing initiatives to improve the range of research & effectiveness of methods

### UI/UX Engineer - 777 Partners

Jan 2018 - May 2019

- Ensure digital products meet business/customer needs while enhancing customer satisfaction and loyalty via usability, ease of use and design
- Translate company vision into a dynamic user interface by converting conceptual understanding into an intuitive visual interface
- Pair programming to ensure that system architecture is implemented correctly
- Develop UI, update existing features, and establish complex interactive prototypes

### Digital Media Designer (UI/UX) - U.S. Gas & Electric

Jan 2017 - Jan 2018

- Conceptualize creatives so that the digital team's vision translates across all platforms
- Effectively present initial creative concepts and communicate functionality
- Translate business requirements into meaningful interactive experiences
- Understand and discover target audiences' needs, tasks, and goals
- Maintain (and contribute to development of) the aesthetic of both print and digital design work

### Assistant Marketing Director / Graphic Designer - City of Hialeah

Mar 2015 - Oct 2016

- Managed and updated print and web advertising through digital design
- Maintained relations with customers by organizing and developing specific customer-relations programs
- Layout/Design for flyers/posters/brochures/catalogs

## Education

### Full-Stack Web Development

Wyncode Academy  
Oct 2016 - Dec 2016

### B.A.S. in Supervision & Management

Miami Dade College  
Aug 2015 - May 2017

### General Education in Architecture

Florida International University  
Jun 2011 - May 2014

## Certificates

### Foundations

Pragmatic Institute  
Mar 2021 - N/A

### Advanced Google Analytics

Google  
Mar 2019 - Mar 2022

### Front End Foundations

Code School  
Sep 2018 - N/A

## Skills

Sketch	Principle	HTML
Adobe XD	Framer	CSS
Figma	Photoshop	Javascript
Invision	Illustrator	Flinto
After Effects	InDesign	Principle
Invision Studio	Sketchup 3D	Origami Studio