



Summary

Senior user centered designer turned developer with an extensive background in business development marketing.

Technical Skills

- HTML
- CSS
- Ruby
- JavaScript
- Invision
- Sketch
- Photoshop
- Illustrator
- Google Tag Manager
- Double Click Bid Manager
- Google Web Designer
- Google Analytics

Projects & Experience

Senior UI/UX Designer – Active Prospect

Product Dept. — May 2019 to Current

- Ensure interaction and visual designs are implemented accordingly to design specs
- Partner with the creative team and developers to maintain a cohesive design and experience throughout our product, providing expertise and mentor-ship.
- Critique in-progress design work, evaluating the priority and effectivity of solutions.
- Develop UI, update existing features, and establish complex interactive prototypes
- Employ design thinking and questioning techniques to develop strategies and execution plans where pathways are not always obvious.
- Create and lead testing initiatives to improve the range of research & effectiveness of methods used.

UI/UX Engineer – 777 Partners

Technology Dept. — January 2018 to 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

Marketing Dept. — January 2017 to January 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

Communications & Special Events Dept. — March 2015 to October 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

Advanced Google Analytics Certification – Google

March 2019 to March 2022

Wyncode Academy “Full-Stack” Development – October 2016 to December 2016

Miami Dade College Bachelors in Management – August 2015 to May 2017

Florida International University General Education – June 2011 to May 2014

Architecture: School of Architecture + Art