Kristian Dela Cruz
UX Designer

Frederick, MD - Email me on Indeed: indeed.com/r/Kristian-Dela-Cruz/aee38dd91e308c70

WORK EXPERIENCE

UX Designer
General Assembly   -   Washington, DC - November 2014 to Present

Established MVP for collaboration platform for GA. Utilizing agile process: design
thinking, business canvas, user research, prototypes, and visual mock-ups in thirteen
hours. The idea was awarded 2nd place out of 15 teams with the highest UX score.

Designer
Choice Hotels International   -   Rockville, MD - August 2014 to Present

Freelance Designer
The Mountain Came Alive and The Mingo Black   -   Shepherdstown, WV - July 2013 to Present

Established a brand look for Adam Booth's storyteller CD packaging.

Designer
Ignite Media Solutions - June 2014 to August 2014

Design landing pages and mobile sites for Telebrands and Edison Nation.
Collaborated with marketing team for high level product optimization.

Graphic Designer
Discovery Communications   -   Silver Spring, MD - June 2013 to June 2014

Design and delivered print, digital and social projects for Discovery Channel,
TLC, Animal Planet, Investigation Discovery, and American Heroes Channel.

Design Intern
Historic Shepherdstown Museum   -   Shepherdstown, WV - March 2012 to May 2012

Concept development for a permanent narrative exhibit.
Photo - manipulated imagery for rifle case and designed infographics.
Collaborated with a designer to produce typographic continuity.

EDUCATION

Bachelor of Fine Arts in Graphic Design
Shepherd University   -   Washington, DC

ADDITIONAL INFORMATION

SKILLS
UX Design Softwares & Languages
Ethnographic Research Wireframing Adobe Photoshop
Information Architecture Prototyping Adobe Illustrator
User Research High-Fidelity Mockups Adobe InDesign

Usability Testing Visual Design InVision
Persona Creation UI Design OmniGraffle
User Flows Design Thinking HTML5/CSS3