

rama rayana

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education

GRAPHIC DESIGN Bachelor of Arts
GAME DESIGN Minor
UNIV. OF SOUTHERN CALIFORNIA

UI/UX DESIGN Certification
UC BERKELEY EXTENSION

skills

Adobe Creative Suite
Figma
HTML / CSS
InVision
Keynote
Miro
Principle
Sketch

Advertising
Brand Identity
Color
Experience (UX)
Grid Hierarchy
Illustration
Layout
Rapid Prototyping
Typography
Visual (UI)
Wireframing
Whiteboarding

experience

VMPLY&R / SENIOR EXPERIENCE (UI) DESIGNER
CHICAGO (APR 21 – PRESENT)

BBDO / DIGITAL DESIGNER Internship
SAN FRANCISCO (JUN – AUG 20)

Produced advertising and UI/UX design work for select clients – *AT&T, Wells Fargo, ServiceNow, Wholly Guacamole*. Iterated designs for AT&T's '21 campaign direction after original illustration selected as key concept. Wireframed website to advertise *Wholly Guacamole's* new products and high pressure technology.

VARIOUS CLIENTS / UI/UX DESIGNER Contract
REMOTE (OCT 18 – JAN 21)

Redesigned *FSCSS* responsive site to reduce # of clicks to donate from 3 to 1 and increase site accessibility by 12% / trustworthiness by 14%. Prototyped interface to customize 3 settings (audio location, volume margins, guest controls) for multizone speakers at *Juke Audio*. Designed 5 event features (e-ticket, map, calendar, social media, find friends) for hosts / guests in event planning mobile app, *EventAll*.

TENEBRIS LAB / UI/UX & VR GAME DESIGNER Internship
CAPE TOWN (MAY – AUG 18)

Commissioned by *Barclays Absa* to visualize data of banking transactions and redesign bank interiors in VR to solve customer experience issues with waiting areas and ATMs. 3D prototyped 2 levels in Google Blocks for VR archery game in team of 13. Illustrated concept art and implemented UI design in Unity.

DAILY TROJAN / GRAPHIC DESIGNER
LOS ANGELES (OCT 17 – MAY 18)

Managed 2 spread layouts for weekly newspaper using type and graphics for print and digital articles. Illustrated at least 6 infographics (sports team statistics, event banners, polls) to visualize and communicate data each week. Designed 4 decorative covers for special and supplemental issues.

CHARLES DUNN COMPANY / MARKETING DESIGNER Internship
LOS ANGELES (MAY – AUG 17)

Redeveloped branding and PR materials by modernizing brand for client retention and acquisition. Redesigned information deck layouts for brokers and clients on retail, office, industrial and multi-family properties. Managed real estate proposal templates, broker e-blasts, infographics, event materials, and website edits.