



# Rocky Salas

Graphic Designer/UI/UX/Front-end Dev

## Education:

Studied Graphic Design at University of the Incarnate Word ('

## Technologies:

Proficient on both MAC & PC, Adobe Creative Suites, Sketch, Sublime 2, Microsoft Office, HTML, CSS, Xcode

## Training:

Accessibility standards training

## Work Experience:

### USAA (August 2013 - April 2015)

UI/UX, Graphic Designer, Front End Dev San Antonio, Tx

- Gained training in coding for accessibility
- Managed tasks using AGILE
- Created UI for mobile apps
- Created UI for web
- Optimized user experiences for mobile and web
- Created custom icons and logos for mobile and web applications
- Aligned UI to brand standards
- Adapted to work flow changes (waterfall)
- build pages based on existing USAA code standards
- Designed for Android and iOS devices
- Learned mobile app design standards (Android & iOS)
- Coordinated whiteboard sessions
- Story pointing and writing
- Attended usability sessions

- Wireframed concepts
- Created spec sheets for developers
- Attended various business meetings

### **Ad Ideas (November 2011 - August 2013)**

Graphic Designer San Antonio, Tx

- Work with multiple accounts with tight deadlines.
- Produce Ads in various formats.
- Optimized print materials for web usage.
- Worked closely with clients on all projects.
- Learned how to think fast and coordinate my thoughts into a certain task.
- Code clean-up.

### **The IMG Studio (January 2011 - April 2011)**

Web Designer, Front End Web Dev San Antonio, Tx

- Designed and developed websites using dreamweaver and photoshop.
- Worked close with clients and held tight deadlines.
- Managed small scale projects to ensure quality control of produced products.
- Worked with JQuery and online video.
- Learned about video editing using final cut pro and Adobe Premiere.

### **Guerra DeBerry Coody (June 2010 - Aug 2010)**

Graphic Designer (College Internship)

- Learned how to function in a face paced environment.
- Assisted with logo design, web page mock-ups, and presentation of materials.
- Learned how to work in groups with each person having a specific task.
- Assisted around the office with clerical duties.