Ricardo Sanchez

4+ years of experience working with advanced design tools and web code to create exceptional customer experiences through web apps.

New York City, NY
+1 206 771-8117
ricardo@ervey.nyc
www.ervey.nyc

SKILLS
Design: Adobe Creative Suite, Sketch, Figma, Bootstrap, Animation
Languages: HTML, CSS/SCSS, Javascript, PHP
Soft Skills: Quick Learning, Creativity, Leadership, Persistence, Reliability
Other: People Skills, User Research, Market Research, Mockups

EXPERIENCE
Arts for Art, *Web Developer & Designer*
Oct 2023-May 2024 | Contract | New York, NY
- Designed wireframes for large-scale web app for NYC-based non-profit on Figma.
- Developed website on Wordpress with custom HTML, CSS, and PHP.
- Designed custom design assets for web pages using Adobe products such as Illustrator, InDesign, and Photoshop.
- Built custom JavaScript functionalities for web app.
- Met with client regularly to discuss weekly updates and analyzed user trends to optimize website design and SEO.
- Facilitated communication between departments.
- Squashed bugs after site's launch.

The Prana Life, *UI/UX Designer*
Jan 2022-Jul 2023 | Contract | New York, NY
- Designed all graphic assets for yoga brand, The Prana Life.
- Produced all content for social media channels using Adobe Products and 3D modeling software such as Blender.
- Managed WordPress website.
- Regularly met with client but had little oversight.
- Setup and managed products via WooCommerce; updated weekly.
- Optimized eCommerce aspect of website to increase conversions.
- Used ChatGPT for several tasks such as helping generate keywords and summarizing content to help the site's SEO performance.

RMB Vivid, *Graphic Designer*
Sep 2020-Aug 2021 | Internship | Seattle, WA
- Generated graphic design mockups and packages with the intention of creating effective design experiences for local and national companies and organizations.
- Work included graphic deliverables for the interior design of the University of Oregon dining hall. Another example of the design elements I created is a variety of signage at the University Village Mall in Seattle, WA.
- Assisted principal designer in producing wireframes and mockups in Sketch for clients' approval.

Purpl Creative, *Founder / Web Developer*
May 2020-Jul 2021 | Self-Employed | Seattle, WA
- Founded Seattle-based design agency dedicated to creating efficient web applications, organic digital marketing campaigns, and SEO-friendly sites.
- Worked closely with small local business owners.
- Developed & pitched web development/design proposals.

CERTIFICATIONS
Responsive Web Design |
FreeCodeCamp

EDUCATION
Parsons School of Design at The New School - BBA, Strategic Design & Management *(Incomplete)* | Aug 2020-Jun 2021

COMMUNITIES
Studio 368
Verci SoHo
Freelancers Union
Creator Cooperative (Cabin)

INTERESTS
Filmmaking
Content Creation
Animation
Music Producing
Marathon Running
Boxing
Traveling

LANGUAGES
English (Native)
Spanish (Fluent)