



Rutherford Pizarro

UI & UX Designer

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Professional Experience

Freelance | Web Designer

UI/UX Designer | June 2018 - Present

Designed a client website, utilizing Figma, to deliver a modern, simple, and transparent single page web application.

Rebranded a client website by updating typography, brand and color scheme, to bring consistency to the client's branding and vision.

Picked and restyled a Shopify theme, utilizing HTML and CSS, to rebrand a website for a client and better reflect their vision.

Performed market research, utilizing Yelp and Google, to help clients better adapt their offering to their customer's needs.

Performed user testing, utilizing low-fidelity Figma prototypes, to inform further iterations on design for a client's website.

Created a logo for a client's business, utilizing Figma, to communicate the unique value proposition of the client's business.

Conducted user research, utilizing surveys through Google forms, to deliver user insight to clients.

Researched e-commerce platforms, choosing between Shopify, WebFlow, Wix and Weebly, to find the best fit for a client's business needs.

US Marines | 2008 - 2016

Assumed leadership roles and demonstrated dependability, initiative, and decisiveness.

Projects

Aris | 2021

UI/UX Designer

TV application that unifies video streaming services under one platform/interface.

Conducted user research through online surveys and interviews. Designed low and high-fidelity mockups and prototypes utilizing Figma to design a practical interface that feels refined to the user's needs.

Astera | 2021

UI/UX Designer

iOS application that helps users understand that their efforts against climate change can be self-rewarding.

Conducted user research through online surveys and interviews. Designed and prototyped low and high-fidelity mockups in Figma to design an uncomplicated way to connect users with non-profit organizations working on climate change.

Mosic | 2021

UI/UX Designer

iOS application that plays music based on a user's heart rate, location, and tone of voice.

Designed low and high-fidelity mockups, as well as a prototype, utilizing Figma, to design an app that improves a user's mood with music.

Skills

Tools | Languages

Photoshop, Figma, Blender, After Effects, Wordpress, HTML, CSS (SASS) & JS

Education

Academy of Art University | 2016 - Present

Bachelor of Fine Arts, Web Design & New Media