



Rutherford Pizarro

UI/UX Designer

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415.533.1375

Professional Experience

UI Designer (Contract)

Convistore January–May 2021

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

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

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

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

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

US Marine

US Marine Corps 2008–2016

Practiced USMC core values such as honor, courage, and commitment as a leader and team member at three international embassies.

Applied problem-solving skills to quickly identify solutions to unprecedented problems.

Developed an adaptable mindset that proved effective under pressure in ever-changing circumstances.

Built a collaborative environment to successfully accomplish set missions by supporting every team member's vital contributions.

Education

Academy of Art University

Interaction & UI/UX Design Dec. 2022

Bachelor of Fine Arts

Skills

Tools

Figma

Blender

Cinema 4D

Adobe Creative Cloud

Web

HTML

JQuery

CSS (SASS)

Wordpress

GitHub

UX

Prototyping

User Research

Usability Testing

Languages

Spanish (Native)

English (Fluent)