



## 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)