



# Rutherford J. 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

Mosic | 2020

UI & UX Designer

User Experience Researcher

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.

Club Now | 2019

UI & UX Designer

User Experience Researcher

iOS application that allows users to post and find pick-up soccer games in their area.

- Designed low and high-fidelity mockups and prototypes, utilizing Figma, to design an app that improves the way users find and participate in pick-up soccer games.

Match Hue | 2018

UI & UX Designer

User Experience Researcher

iOS game that teaches children color harmony, using competition to drive engagement.

- Designed low and high-fidelity mockups, as well as a prototype, utilizing Figma, to design an app that gets children interested in color theory in a fun and engaging way.

## EDUCATION

Academy of Art University | 2016 - Present

- Bachelor of Fine Arts, Web Design & New Media

## SKILLS

Tools | Languages

- Figma, Adobe XD, Illustrator, Photoshop, After Effects, Cinema 4D, Blender, Framer
- HTML, CSS, JQuery, Javascript