



CINTIA ROMERO

UX/Visual Designer

cintiaromero.com

EXPERIENCE

- 2017 - 2018 **UX/Visual Designer | Ruby Ribbon**
Burlingame, CA
- Focusing on desktop and mobile platform, exercising the UX/UI process to elevate the look and feel of the website, through research, wireframes, prototype and design. Also, designing assets and compelling visual layouts for e-mails, homepages, social media and web banners. Working close with VP of Marketing and Board Directors.
- 2017 **UX/Visual Designer | Artemia Communications**
San Francisco, CA
- Worked closely with the CEO and the VP of Marketing to elevate the brand. Created a project to reformulate the website, through UX and Visual Design. Supported clients, as Marin Transit, KazuTime APP and Port of San Francisco.
- 2016 - 2017 **Art Director | Epifania Magazine**
Oakland, CA
- Spearheaded the creative version of the Digital Magazine. Increased traffic to the Magazine website and social media promotions through re-branding. Performed Digital/Web Design, Advertising and Social Media Campaigns.
- 2016 **Graphic Designer | Health Plan of San Mateo**
South San Francisco, CA
- Worked with the visual design team in multiple projects. Diagrammed the Providers catalog using Adobe Package. Prepared files and photos for print and web platforms.
- 2015 **Graphic Designer | Minted**
Oakland, CA
- Worked with the visual design team in multiple projects. Diagrammed the Providers catalog using Adobe Package. Prepared files and photos for optimal printing quality.
- 2012 - 2014 **Marketing Analyst / Designer | Unimed**
Belo Horizonte, Brazil
- Led and supported the creative team in multiple projects. Developed layouts, diagramming and performed art direction. Responsible for the Visual Brand Guide. Assisted the technology department with web design, and e-mail marketing campaigns. Helped Social team build engagement through Social Media.

LOCATION

San Francisco, Bay Area

SKILLS

EXPERT

Photoshop, XD, Sketch, Invision, Illustrator, InDesign, Keynote, Microsoft Office, Typography, Research, Web Design, Photo Retouch, Interaction Design, Basecamp, Scrum, Agile, Kanban.

INTERMEDIATE

HTML, CSS, Flinto, Adobe Premiere.

BEGINNING

Origami, Wordpress.

EDUCATION

2016 - 2017
Certificate, User Experience Design
General Assembly - San Francisco, CA

2016
Visual Design
UC Berkeley Extension - San Francisco, CA

2016 - 2017
MBA Creative Direction for Fashion
UNA - Belo Horizonte, Brazil

2016
Bachelor of Arts, Advertising and Marketing
Estacio de Sa - Belo Horizonte, Brazil

LANGUAGES

English, Portuguese, Spanish.