



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. Helped clients, as Marin Transit, KazuTime APP and Port of San Francisco.
- 2016 - 2017 **Art Director | Epifania Magazine**  
Oakland, CA
- Led 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.