



CINTIA ROMERO

UX/Visual Designer

cintiaromero.com

2018

UX/Visual Designer | Freelancer

San Francisco, Bay Area

Supporting multiple clients with UX and Visual Design Projects. Driving the user experience through consistent, clear, functional, and simple design.
Fields: e-commerce, beauty, education and start-ups.

2017 - 2018

UX/Visual Designer | Ruby Ribbon

Burlingame, CA

Focused on the UX/UI process to elevate the look and feel of the website, through research, wireframes, prototype and design. Designed assets and compelling visual layouts for e-mails, homepages, social media and web banners. Worked close with VP of Marketing and 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

Diagrammed the Providers catalog using Adobe Package. Prepared files and photos for print and web platforms. Helped the Design team as production artist.

2015

Graphic Designer | Minted

Oakland, CA

Worked with the visual design team in multiple projects. 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. In charge of the brand guide and web design.

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, MailChimp, Scrum, Agile, Kanban.

INTERMEDIATE

HTML, CSS, Flinto, Adobe Premiere.

BEGINNING

Origami, Wordpress.

EDUCATION

2017

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

2016

Visual Design
UC Berkeley Extension - San Francisco, CA

2014

MBA Creative Direction for Fashion
UNA - Belo Horizonte, Brazil

2010

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

LANGUAGES

English, Portuguese, Spanish.