

# ZULLY BARRIENTOS

Design professional with 5 years of experience in UI/web design, graphic design, brand development and IT consulting. I'm a hands-on designer that excels at applying my mixed analytical and creative skillset to contribute to every aspect of the creative process including: research, information architecture, visual design, testing, content development, strategy and presentation.

## TOOLS

InDesign  
Illustrator  
Photoshop  
WordPress  
Squarespace  
OmniGraffle  
Sketch  
Figma  
InVision  
MyBalsamiq  
GitHub  
Visio  
Usability Hub

## LANGUAGES

CSS3  
HTML5  
JavaScript

English  
Spanish  
Portuguese

## SKILLSET

Visual Design  
Illustration  
Branding  
UI/UX Design  
User Research  
Info. Architecture  
Wireframing  
Prototyping  
Testing  
Front End Dev.  
Writing

## RELEVANT EXPERIENCE

### BEAUTY BAKERIE | San Diego, CA

Digital Product Designer, Oct. 2018 – Feb. 2019

- Led development and implementation of a mature, cohesive brand and innovative, interactive UI to their e-commerce site hosted on Shopify

### AGUILAR CASTILLO LOVE | San José, Costa Rica

Web Designer & Brand Consultant, Dec. 2017 – Oct. 2018

- Led brand identity and content development for print and web
- Executed the design of a custom responsive website using WordPress

### BLOC | Remote

UI/UX & Front End Development Apprentice, Oct. 2017 – Present

- Apprenticeship to update my skillset in the areas of: user research, info. architecture, visual design, prototyping, testing & front end build

### M POWERED STRATEGIES, INC. | Washington, D.C.

Graphic Designer & Communications Manager, Sep. 2015 – Oct. 2017

- Lead for the firm's rebranding project; included overhaul of company's visual identity, corporate messaging and a new responsive website
- Applied new branding to all internal and external communications assets

IT Management Consultant, Oct. 2014 – Oct. 2017

- Redesigned waterfall SDLC processes into agile methodology for all IT projects across the Department of Veterans Affairs' (VA) IT office (OI&T)

## EDUCATION

### UNIVERSITY OF CALIFORNIA, SAN DIEGO | La Jolla, CA

Master of Public Policy, 2014

### AMHERST COLLEGE | Amherst, MA

Bachelor of Art & Art History, 2011

### SYRACUSE UNIVERSITY | Florence, Italy

Study abroad: painting & photography intensive program, 2009 - 2010