



## CONTACT

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## EDUCATION

### CERTIFICATE

#### UX Designer

Washtenaw Community College  
Ann Arbor, MI

### ASSOCIATE IN APPLIED SCIENCE

#### Graphic Design Technology

Washtenaw Community College  
Ann Arbor, MI

### CERTIFICATE

#### Graphic Design

Washtenaw Community College  
Ann Arbor, MI

## TOOLS

- |             |                      |
|-------------|----------------------|
| Adobe CC    | Shopify              |
| Figma       | Mailchimp            |
| Adobe XD    | —————                |
| Photoshop   | <b>Generative AI</b> |
| Illustrator | ChatGPT              |
| InDesign    | DALL-E               |
| Webflow     | Bard                 |
| PremierePro | Adobe FireFly        |

## SUMMARY

Effective and determined UI Designer with 10+ years of experience. Skilled in Graphic Design principles, usability guidelines, wireframing, prototyping, and responsive web design. Knowledgeable in conducting user research, usability testing, and applying design thinking methodologies. Strong collaborator with stakeholders, developers, and cross-functional teams to deliver high-quality design deliverables. Ready to leverage UI design expertise and UX knowledge to craft exceptional user experiences.

## WORK EXPERIENCE

**UI Designer\*** – *GraphicBomb, Seattle, WA / Brussels, BEL - (Remote)* | 2016 – Pres

- Design responsive, web-based user interfaces for price comparison sites in the travel space, including GoLastMinute.com, Bamgo.com, and BeachDeals.com.
- Applied usability guidelines and provided user experience insights to enhance product usability, establish user trust, and increase monetization goals.
- Worked and collaborated with the company CEO by creating low and high-fidelity user-flow interactive prototypes. Prepared production-ready assets for the developer.

**UI Designer\*\*** – *Tragic Media, San Diego, CA - (Remote)* | 2021 – 2022

- Designed user interfaces for two SaaS web applications: Drivey (multi-cloud storage) and Oversight (resource management).
- Applied user experience principles to enhance SaaS product usability and accessibility.
- Collaborated with stakeholders by creating low and high-fidelity interactive prototypes in Figma. Collaborated with developers for production-ready asset handoff.

**UI Designer\*** – *Intersect Digital, Ann Arbor, MI - (On-site, Remote)* | 2019 – 2021

- Designed 20+ responsive websites for renowned Kellogg's brands such as Froot Loops, Rice Krispies, Pop-Tarts, Frosted Flakes, Nutri-Grain, and many others.
- Applied usability guidelines to enhance readability, accessibility, and the overall user experience — while adhering to strict and comprehensive brand guidelines.
- Produced print and digital marketing materials, including in-store ads for Meijer and Walmart, banners, and social media ads. Designed B2B pitch deck presentations.

## SKILLS

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### User Interface Design

Site Maps  
Wireframing  
User Flows  
Interactive Prototypes  
Responsive Web Design

### User Experience Design

Competitive Analysis  
Heuristic Evaluation  
Usability Testing  
Expert Review  
Accessibility Inspection  
Task Analysis  
Storyboards  
Personas  
Design Thinking  
User-Centered Design

## SOFT SKILLS

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Critical Thinking  
Time Management  
Project Completion  
Attention to Detail  
Adaptability  
Self-Motivation  
Continuous Learning

## UNDERSTANDING

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HTML & CSS

## LANGUAGES

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English  
Spanish

**UI Designer\*** – *Keeper Security, Chicago, IL - (On-site Mtgs, Remote)* | 2009 – 2014

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- Designed user interfaces for iOS and Android mobile apps and a browser extension for Chrome. Designed promo graphics for Apple and Chrome app stores.
- Designed from concept to completion responsive websites and marketing materials for print and digital channels, including in-page ads for print publications.
- Helped achieve top-grossing revenue status in the Apple App Store (utilities) — reaching 6 million user app downloads.
- Collaborated with stakeholders during the design process (from concept to completion) by creating interactive wireframes and high-fidelity prototypes.
- Worked (remotely) with developers by providing design specs and graphic assets.
- Designed B2B pitch decks through close collaboration with stakeholders.

**Graphic Designer\*** – *Chicago, IL, Ann Arbor, MI - (On-site, Remote)* | 2007 – Pres

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- Worked on diverse print and digital projects for an extensive range of clients, such as Chicago Software Solutions, Re-Factor, OnlyWire, Callpod, Sunrise Marketing, Fluid Content, RICOM, Blueeye, 2 Big Division, Laurie Wohl, Colorjar, and Studio 36 West.
- Projects include user interface design for mobile and web applications, responsive websites, creation of Flash animated banner ad campaigns, and development of responsive websites created in Webflow (HTML & CSS).

**Graphic Designer\*\*** – *HYPVA, Chicago, IL - (On-site)* | 2005 – 2006

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- Responsible for the design and production of classified and in-page ads. Designed yellow pages from concept to completion; prepared and sent print-ready files to print.

**Graphic Designer\*\*\*** – *The Voice Newspaper, Ann Arbor, MI - (On-site)* | 2002 – 2003

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- Worked on the complete production pipeline to include page layouts and article illustrations for Washtenaw Community College's monthly campus newspaper.

\* Freelance  
\*\* Full-time employee  
\*\*\* Part-time employee