

VIDALMA

hirevivi.com

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\ SKILLS

Software

Sketch - InVision - Figma - Adobe XD -
Illustrator - Photoshop - Dreamweaver -
InDesign - Captivate - Premiere -
Animate - After Effects - Audition -
Articulate Storyline - Axure - Balsamiq -
Omigraffle - Principle

Design

Illustration & UI graphics - Strategy &
vision presentations - User flows -
Concept Sketches - Wireframes & mock
ups - Style guides & pattern library

Research

Data analysis - Task analysis - Persona
modeling - Ethnographic research -
A/B Testing & experiment - Cognitive
walkthrough

Collaboration

Organizing workshops - Lead Sprints
- Facilitating design critique - Detail
oriented - Flexible - Communicative

Prototyping

Rapid prototyping - Interactive flow in
HTML/CSS/JS - Frameworks & APIs

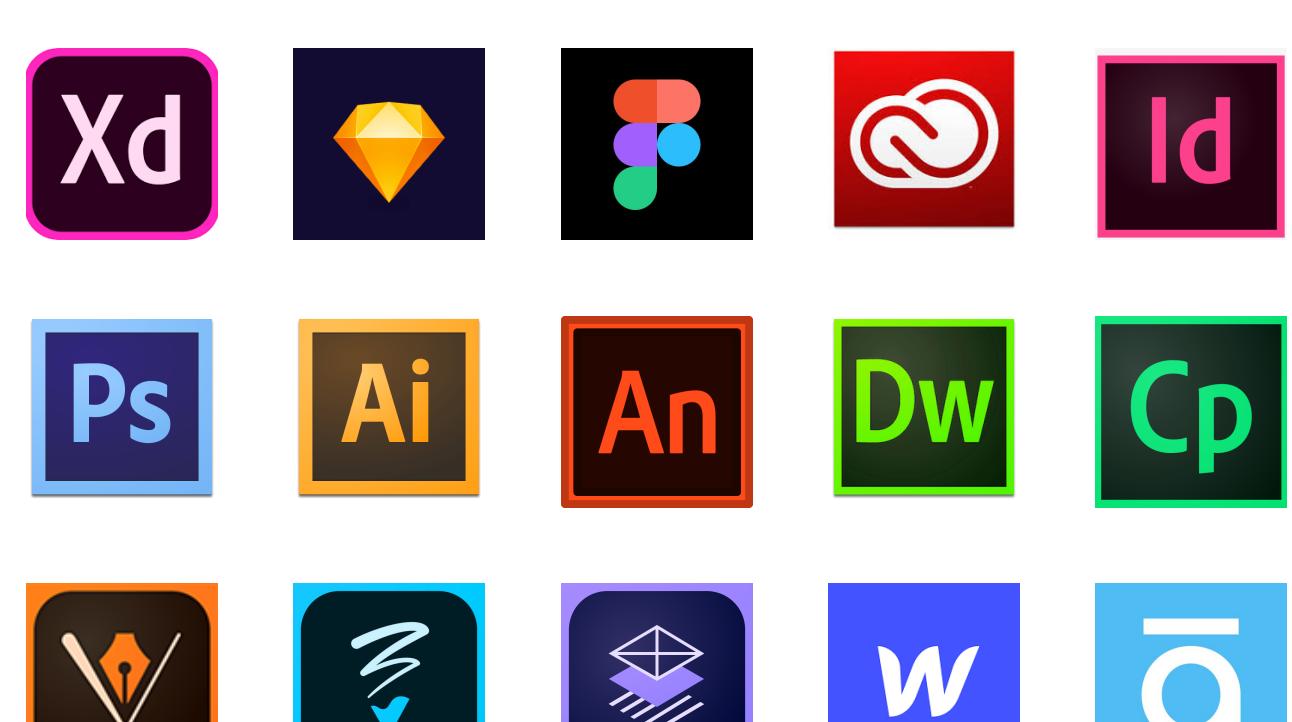
Languages

English - Spanish

Interests & Hobbies

Street art - Cartoons - Fashion -
Stickers - Arcade Game Apps -
Karaoke

Software



\ EXPERIENCE

UX Designer

Contract Services Administration Training Trust Fund
Burbank, CA - Sept. 2018 to Current

I lead the design of user experience and interface for TEAM portal, a web app to streamline hiring and regulatory compliance management for Motion Picture Industry drivers and their employers. I initiated agile development processes and created best practices around documentation and specs here at Contract Services. My day to day involved creating user flows, wireframes, prototypes, and UI design specs using Adobe XD. I also developed TEAM's UX strategy with product leads by identifying user pain points.

Graphic Designer \ Technical Editor

Contract Services Administration Training Trust Fund
Burbank, CA - June. 2017 to Current

Designed and developed several e-learning courses for safety training in the Motion Picture industry. I primarily used Adobe Captivate, Articulate Storyline, and some HTML/CSS for the online curriculum. I also created design assets such as graphics and animations for online course materials using Adobe Illustrator, Photoshop, Animate, Character Animator, and some After Effects. Created and published several course books for print and digital download using Adobe InDesign.

UX Designer

Center for Autism & Related Disorders
Woodland Hills, CA - Sept. 2013 to Oct. 2016

I was the primary UX and design lead for multiple mobile apps and web products. I collaborated closely with design, tech, marketing, and copy team members to ensure that the intent and quality of the project was carried through to the end. One of the projects was the re-design of CARD's front-facing website, my responsibilities included facilitating design workshops with stakeholders to define the business requirements, I also managed two junior visual designers and provided oversight on scope and deliverables including graphics, design specifications, flow diagrams, and prototypes to meet those requirements. My process also involved persona modeling, scenarios definition, competitive evaluation, flow diagramming, user surveys, lots and lots of sketching, wireframes, creation of clickable prototypes, tight collaboration with programmers, extensive internal QA, and occasional coffee breaks.

Freelance Web Designer

Vidalma.net
Santa Monica, CA - Feb. 2009 to Sept. 2014

Responsible for the entire product development and design process of several websites. I oversaw project proposals through outlining project scope, defining activities, managing resource needs and estimating delivery timelines. I then created interactive design wireframes and prototypes, designed the graphics, icons, and animations for the interfaces that would go through rounds of client approvals and finally developed the layout and user interfacing using standard HTML/CSS and Javascript practices.

Graphic Designer \ Print Maestro

Converse Shoe Store
Santa Monica, CA - Jul. 2013 to Oct. 2013

The Converse Flagship store in Santa Monica had a customization bar where customers could get their sneakers and t-shirts adorned with custom prints. I was responsible for collaborating with customers to identify their personalization needs and design custom graphics on the fly using Adobe Illustrator and Photoshop. Also, I produced direct-to-garment prints with various commercial garment printers and helped with light administrative duties.