

Armando Garcia

armgar@gmail.com * 512.983.8395 * armgardesign.com

DESIGN EXPERIENCE

Freelance Web & Visual Design * based in Denver, CO

Web (UX & UI) Designer * 1/2017–present

- Continually test, analyze, and iterate design to tailor user experiences.
- Test and iterate core content models to develop flows for user segments.
- Establish brand identities, design systems, and cross-platform guidelines.
- Collaborate in cross-functional teams to define business and user needs.

Social Solar * New York, NY

Product Designer, Brand Strategy Consultant * 4/2019–7/2019

- Completed the web app beta version to hand-off to the development team.
- Presented the beta version prototype to initial investors group and secured funding to continue into the web development phases.
- Refined the user flows to reduce the average time required for sign up.
- Applied changes to the ‘minimum viable product’ based on key findings and recommendations from initial usability testing and reviews.

Social Solar * New York, NY

Web (UX & UI) Designer * 6/2018–8/2018

- ‘Minimum viable product’ received recognition as one of the six US finalists for innovative product design at Cleantech Open’s Global Forum 2019.
- Collaborated with the Founder, Financial Engineers, UX Researchers, and Web Developers to design, test, and validate the ‘minimum viable product.’
- Developed prototypes associated with user accounts to model flows and design for sign up, log in, a membership portal, and analytical dashboards.
- Evaluated information architecture and content to establish a project scope.

Proof Advertising * Austin, TX

Visual Designer, Production Artist * 4/2016–3/2017

- Wrote CSS3 animations to increase the visibility of online advertisements.
- Created animated and digital ads to support the UI and web design teams in expanding brand expression of clients like Subway, Mouser, and Sabre.
- Iterated visual design in English, Español, and Québécois languages for distribution in market segments across the US and Canada.

Wyatt Brand * Austin, TX

Junior Designer * 9/2014–12/2015

- Consulted with creative/art directors to refresh brand identity to promote an event rooted in stakeholder engagement and sponsorship increase.
- Established professional relationships with marketing teams, project managers, printers, and web designers to create multi-media marketing.

Internship: Visual Communication Design * 8/2014–9/2014

- Transposed brand identity to publish digital and print ads for arts events.

SPEAKING ENGAGEMENTS

#INFOSHOW19 * Pratt Institute, NY * 2/2019

SUMMARY & SKILLS

User-Centered Design

- Affinity diagramming
- Concept & core modeling
- Content strategy
- Design & systems thinking
- Information architecture
- Lean UX & agile development
- Micro-copy writing
- Research design & methods
- Usability testing
- User research

UI & Web Design

- Angular, Bootstrap, CSS Grid, Sass (SCSS)
- CSS, HTML, JavaScript
- Design systems, UI kits, visual guidelines
- Developing for accessibility
- Rapid & interactive prototyping
- Adaptive, intrinsic, & responsive design

Visual Design

- Brand communications (marketing)
- Brand expression (visual identity)
- Composition (layout, typography)
- Publishing (digital & print)

Software & Platforms

- Adobe CC (After Effects, Illustrator, InDesign, Photoshop, XD)
- Android, Apple iOS, macOS, Material, Microsoft, Windows
- CodePen, Git, GitHub, Sublime Text
- Optimal Workshop, UserTesting
- Figma, InVision, Proto.io, Sketch, Zeplin

EDUCATION

Pratt Institute * New York, NY

MS Information Experience Design
with Distinction, Outstanding Merit

Texas State University * San Marcos, TX

BFA Communication Design
BFA Studio Art