

Digital & UI/UX Designer with over 10 years of experience in crafting engaging and intuitive user interfaces across various platforms. Expert in HTML/CSS, Adobe Creative Suite, and Figma, leveraging these skills to drive innovation and enhance user experiences.

Employment history

Sr. UI/UX Designer, Biotex, Mar 2022

Houston, TX

- Collaborated on intuitive desktop and native mobile app for our medical device tracking system, improving user testing processes and enhancing operational efficiency before a future market launch.
- Designed intuitive user interfaces for firmware and software applications associated with advanced mobile medical devices, including modern endoscopes and cryoablation catheters.
- Designed and developed User Interface screens for our in-house Manufacturing Execution System (MES), utilizing HTML/CSS and Figma to enhance design quality and optimize workflow efficiency.
- Established and managed comprehensive design libraries in Figma to ensure consistency in user interface design across our software platform as well as visual and digital branding elements.
- Collaborated closely with the marketing team to strengthen digital presence and drive engagement in the B2B sector through targeted email marketing campaigns, and social media strategies.
- Led digital design initiatives, delivering impactful PowerPoint presentations to biotech investors and contributing to business growth and investment opportunities.
- Managed B2B clients' WordPress, PHP, and HTML websites by updating and maintaining documents, images, and content.

Sr. Digital Product Designer, National Driver Training, Oct 2018 - 2022

Austin

- Led the visual design of our mobile application built on Flutter, creating a unified branding experience for both iOS and Android platforms.
- Redesigned the website using Bootstrap 5 to enhance user experience and improve competitiveness in mobile and accessibility design.
- Collaborated on an enterprise system to improve internal communication with customers by designing a ticketing system, customer support chat module, scheduling features, and a modern data-driven intuitive dashboard for better marketing decisions.
- Created animated HTML ads to enhance app downloads and user engagement, directing users from various states through the appropriate sales funnel.
- Updated online safety courses for teenage, adult, and fleet drivers, tailored to meet industry needs.

E-commerce Manager & Digital Designer, Soccer Locker USA, Jan 2011 - Oct 2018

San Antonio, TX

- Managed an e-commerce platform for soccer sports uniforms to enhance sales of youth team uniforms using Google Ads and improve digital strategy.
- Optimized and managed all e-commerce products, increasing organic sports equipment sales through meta tags and compelling product descriptions. Identified cost-saving measures for SEO.
- Collaborated with youth soccer team coaches to drive digital marketing and sales, enhancing customer engagement with their online personal store for their youth soccer organization.
- Utilized data to enhance sales growth and brand visibility, achieving measurable improvements through Google Analytics to drive marketing decisions.

Employment history

Creative Consultant,
Self-Employed, May
2008

Texas

- Develop tailored web marketing for small businesses, enhancing online visibility and brand growth.
- Boost online presence with digital media solutions, achieving measurable increases in engagement.
- Create micro-sites and e-commerce platforms, improving brand visibility and customer reach.
- Enhance brand awareness through strategic online marketing, driving significant business growth.

Education

The University of Texas At San
Antonio, San Antonio, TX

Managerial Economics Major

Devry University-California,
Fremont, CA

Graduated with Honors. GPA 4.0

Bachelor's of Science In Tech. Management

Skills

Adobe Creative Suite	Figma, Sketch, Adobe XD	Wireframing & Prototyping	UI/UX
HTML/CSS	Web & E-commerce Design	Wordpress & CMS	Mobile & Accessibility Design
Responsive Design	Animation Design	User Testing	Email Marketing
Visual Branding	Data Visualization	Graphic Design	Flash & Action Script

Links

[Portfolio](#) [Instagram](#) [Linkedin](#)