

Experience

ACD - Lead UX | Product (S),
WT+, NY / 2018



Author of strategy solutions, UX audit, users paths, UX +UI, wireframes and solutions for apps, mobile and web needs. Idea and UX solutions, UX team leadership, rapid prototyping, App map creation, iOS + Android Native app design, proficient in Agile and Scrum team work. Solutions created for different clients like Allstate, Hulu, Macy's, Aspen Dental, Sherwin-Williams, GM.

Senior Product Designer/UX (F),
GARTNER, CT / 2017



Created a new web cross-platform experience for the GARTNER marketing website. Provided comprehensive design direction to the developer in India to create the solutions. Provided new user flow, wireframes, and UI design to complete the overall ideal look GARTNER was looking for.

Product Designer/UX (F),
SET Creative, NYC / 2017



In charge of generating accurate user flow and wire frames for tablet and mobile apps. In-store experience for Verizon Wireless and HIVE (Home). Templates and user flow logic, plus website sitemaps and design. UX / UI.

Senior Art Director/UX/UI (F),
Wunderman, NYC / 2017



In charge of creating, designing and art directing marketing campaigns for HCP nationwide. Successfully created and implemented deployable UX/wire frames templates for integrated marketing efforts for GSK - Pulmonary Disease division.

Lead UX/ACD (F),
PEARSON, NYC / 2015-2016



Lead on UX solutions for current education app. UX Team leadership and Project management. Mobile and Chrome app UX design. Rapid Prototyping. UX Research. Clickable prototype on InVision (online based tool). Proficient in JIRA, Agile, and Scrum team work philosophy.

Digital Art Supervisor/UX (S),
Concentric HX, NYC / 2013-2015



Developed online creative solutions and design for desktop, mobile, and tablet (including apps). Art lead for online campaigns such as Prepopik, Exjade, Vibativ, Semprana, Jadenu, among others. Generated new ways or workflow to guarantee rapid development and great digital results.

Senior Digital AD (F),
HAVAS, NYC / 2012-2012



Developed online solutions. Graphics and creative for iPad apps. iNGSA Hospital Sales Kit for REPS. Developed from scratch, with a tight deadline and limited staff. Walgreens Infusion Sales Kit for REPS. Re-organization, graphic design and UX design of the platform. ALL® free clear campaign. Photoshoot AD, 3D graphics implementation, Ad creation and development, conference booth and video direction.

Digital Design Director (S),
GREY, NYC / 2008-2010



Developed online solutions; supervised and presented ideas to various clients. Developed creative solutions for E*TRADE team. Worked directly with a team of Art Directors and writers to create campaigns (mobile, online, print) for clients: Playtex (US, Mex, Can, Chi), E*TRADE, Canon, Captain Morgan, Nature Pride, Pillsbury, ANGA, Gemzar, Pantene, Visa, Centrum, among others. Managed new hires and supervised interns dealing with the online environment.

Education

NYU – NYC / 3D Printing – Current

S.V.A. – NYC / C.E. – 2008-2012

PRATT – NYC / C. E. – 2004-2006

F.I.T. – NYC / A. D. – 1997-2001

Other Achievements

The Michael J. Fox Show–TV Series / Season #1
(Art displayed on permanent set) / 2014

NewWebPick Interactive Magazine–Issue #40
(China, Pages #174-184) / 2012

Generation T–Contemporary T-shirt design Book
(U.K., Pages #82-85) / 2011

Freewave–Collective Designers Book
(U.K., Pages #244-245) / 2004

ADA 2nd Annual Design Contest Winner / 2003

Proficiency

- | | |
|---------------|---------------|
| PhotoShop | Illustrator |
| Sketch | InDesign |
| OmniGraffle | Final Cut Pro |
| After Effects | InVision |
| Zeplin | Slack |

Clients

- Wunderman
- DRAFTFCB
- WT+
- SET Creative
- PEARSON
- HBO
- JWT
- GREY
- HAVAS
- CDM
- GARTNER
- Macy*s

Languages

English

Spanish