



RYAN VICENCIO

UX UI DESIGNER

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- San Jose, CA

AREA OF EXPERTISE

Skills

- Wireframes/Flow Charts
- Design Thinking
- Animation
- Sketching/Prototyping
- Mood Boarding
- Usability & A/B Testing
- Responsive Design
- Sound & Haptic Design
- Quantitative/Qualitative Analysis
- Art Direction

Tools

- Adobe XD
- After Effects
- Photoshop
- Illustrator
- InDesign
- Premiere
- Adobe Creative Cloud
- Sketch
- OmniGraffle
- FlowMapp
- Google Drawings
- Invision

EDUCATION

ASA, Liberal Arts

De Anza College, Cupertino, CA

Relevant Coursework: General Psychology (PSYC 1), Public Speaking, Social Problems, and ELEM Stats/Probability

UI Design Certificate

CareerFoundry, Berlin, Germany

500-hour intensive training w/ leading mentors and tutors

User Experience UI Design Patterns Design Thinking

Interaction Design Foundation

Graduated top 10% in class for each certificate

SELECTED PROJECTS

Diet Out App

• *Tools: Adobe XD, After Effects, Illustrator, Photoshop, OmniGraffle*

- Applied ratio of 70% research to 30% development, to provide user centric experience. focused on intuitive and useful tools helping dieters locate, plan and share meals tips while on the road.
- Performed competitive analysis and conducted qualitative/quantitative research to discover how location based and dieting apps were failing users and created one complete app embodying comprehensive features.

First Job App

• *Tools: Adobe XD, After Effects, Illustrator, Photoshop, Balsamiq*

- Utilized competitive research and quantitative/qualitative analysis to identify shortcomings of other chore apps and developed long-term forecasting and incentive programs for meaningful growth.
- Designed animated illustrations to improve wireframe flow, creating a more intuitive user experience.

PROFESSIONAL EXPERIENCE

Lead UX/UI Designer

2019 to January 2020

ASRV, Carlsbad, CA

Provide structure and operational leadership for UX/UI design process from research through prototyping to develop UX/UI-driven design for intuitive and beautiful web applications. Conduct user interview/probing activities utilizing quantitative/qualitative research to develop wireframes. Engage stakeholders for collaborative feedback/brainstorming sessions to provide fresh ideas for iteration and seasonal changes. Encouraged team member contributions for developing and testing new ideas. Continuously develop skills and complete certifications to stay up to date with the latest technology and research.

- Gained a holistic view of user needs and behaviors using probing activities and interviews and refined questioning process to design two High Fidelity wireframes (for outfit builder app and workout app).
- Overcame siloed organizational structure by facilitating more inclusive blue-sky sessions involving cross-functional teams, empowering individuals to speak up while bringing groups together on the same page.
- Brought managers from all areas of the company into a brainstorming environment to develop diverse ideas and new perspectives.
- Facilitated collaborative team sessions free of preconceived notions, meditating on prompt "How might we" question and setting strict rules for engagement to build quantity over quality.

Senior Content Designer / UX Designer

2015 to 2019

ASRV, Portland, OR

Designed content for all digital campaigns and assets (web, email, e-commerce, social media) and harnessed inter-departmental collaboration to develop impactful digital materials and reach revenue goals. Collaborated with video, clothing design, digital merchandising, web design, and marketing departments to develop/execute creative plans for seasonal/product release campaigns. Supervised and trained three employees and managed studio, photography, lighting, storytelling, competitive analysis, and retouching for the merchandising department.

- Designed illustrated mockups to provide the team with visual concepts in absence of real merchandise to improve campaign development.
- Increased yearly campaign performance for 16 consecutive collection releases by creating solutions to user's needs identified through user tests/interviews, helping to grow yearly revenues from \$3M to \$15M.
- Designed compelling social media content to increase Facebook followers from 90K followers/ 1.25K likes in 2015 to 14K likes/1M+ followers by November 2019.
- Created prototypes and animations for web apps through the use of Adobe XD, After Effects, Sketch, Invision, Photoshop, and Illustrator.