

# Rafael Díaz | UI/UX/Web Designer

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## Highlights

Through formal education and years of experience, I gained advanced skills in UI/UX for Web and implemented many successful projects.

I have more than 10 years of experience as UI/UX/Web designer. Possess 5 years of experience at Digital marketing & SEO field. Additionally, over 4 years of versatile experience in Graphic design.

Successfully combined remote work as part of a team with freelancing projects for the last 5 years. My flexibility, ability to adapt and fast learning skills allow me to work on a variety of projects like Website design, UI/UX design, product and package design, printing and digital design, digital marketing and search engine optimization.

## Experience

1. **TuSuva Spa.** Washington DC. December 2016 – Present. Remote job. Functions:

- UI/UX Website design;
- Graphic design;
- Digital marketing & SEO.

Responsible for creating new design for the company website with online shop from scratch, and promoting them. In addition, did graphic design of all printable marketing materials.

Results: first positions in Google for requests related to the company's services; increase in customer inflows of 20% and an increase in sales of 12% compared with the previous year.

2. **AiroDigital.** Joplin, Missouri. April 2017 – January 2019.

Remote job. Position – lead UI/UX Web designer.

Creating web sites in accordance with the instructions of the project manager. Worked in a team started as web designer and was promoted as lead web designer.

My main achievement in this job was sharpening skills in creating of modern and vibrant, responsive web site design, as well as gaining experience in team management.

3. **Freelance.** February 2008 – Present. Remote job.

As a freelancer, for my personal customers, work on such type of projects as:

*Interaction design:*

- User research and user feedback;
- Wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas;
- User interface design;
- Live Prototypes.

*UI/UX design:* visual solutions for web, mobile, and tablet devices embracing “User Centered Design” principles and methodologies by connecting the dots between business needs, technology, good design and innovation.

## Skills

- I have cross-platform design experiences (Web, Android, iOS)
- Functional user flows, wireframes, prototypes and user interfaces.
- Fluent with data visualization.
- Advanced user research and behavior
- Strong analytic skills.
- Strong logic skills.
- Highly developed organizational skills.
- Strategic product thinking and vision.
- Good eye for aesthetics, color, typography and design consistency

## Software

- Adobe Creative Cloud:
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Adobe Dreamweaver
- Adobe Dimension

*Graphic Design:* logos, business cards, flyers, invitations, package design, brochure and rack cards, social media images and many other printing and digital materials.

*Digital Marketing and SEO:* strategy & planning, digital advertising campaigns, content marketing, social media marketing, e-mail marketing. Increase website traffic & boost e-commerce sales.

### **Education**

1. Full course in UI/UX design, Web design, graphic design, digital marketing & SEO – udemy.com and lynda.com
2. Master Degree in Marketing. Odessa State Economics University. Ukraine 2007.

### **Other jobs & Experience**

1. IT academy “Step”. Odessa, Ukraine. February 2012 –May 2014. – Digital marketing manager: Carried out the promotion of IT school services at the Internet.
2. Citrus electronics retail chain. Odessa, Ukraine. July 2008 – January 2012. – Junior marketing specialist: first job after college.
3. Odessa city hall. Part time job during college as System & network administrator (Windows & Linux servers), hardware support & repair, large scale data analysis & statistics.

### **Achievements**

- ✓ Made more than 50 website designs in the last year.
- ✓ Got 1<sup>st</sup> place in Google search results for my client with “affordable facials DC” query.
- ✓ Learned how to create UI/UX design of mobile apps.

### **Volunteering**

Regular volunteer at a local dog shelter and volunteer for cleaning the beaches and the coastal zone.

- Microsoft Visual Studio
- WordPress
- Fluent HTML 5, CSS 3
- Basic php, Java script, Bootstrap
- Wacom Intuos Pro: creative pen tablet

### **Languages**

Fluent in English, Spanish, Russian and Ukrainian.