

CONTACT

Austin, TX
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EDUCATION

Bachelor of BA in Finance | Texas A&M University
Graduated May 2016

EXPERIENCE

UX & Graphic Designer | LimeLight Marketing
June 2020 - Present

Greenbush Education Project - Conducted UX audit and user testing with website innovation in mind, redesigned website with particular emphasis on mega-menu and mega-footer usability

LMC Industrial Ecomm Project - Sitemapped and re-imagined ecommerce experience for manufacturing company with detailed understanding of users' intention to "Build a Quote"

Straight Up Bison Ecomm Project - Industry and user journey research for bison meat company, ecommerce website with emphasis on seamless purchase experience

UX, Graphic Designer, Photographer | W. Holmes Creative
2016 - Present

Started personal creative brand that directed freelance graphic design, web design, and photography projects

UX & Graphic Designer | Steadfast Creative
July 2017 - June 2020

Unreleased Sports App - Designed interface and functionality for sporting event booking system

SpaceForce Event System - Kicked off interface and functionality design of SpaceForce's internal event software, used for pairing mentors with mentees

Letterpress Operator | Cotton Paperie
February 2017 - July 2020

Perfecting the meticulous, detailed, and design-centric art of letterpress

Photo Editor | The Battalion
June 2015 - May 2016

Managed the photography portion of the Texas A&M University newspaper, read by thousands of students

SKILLS

Figma | Sketch | Adobe XD

Wireframing | Website prototyping |
Website design | User testing

Wordpress

Website building within CMS | Simple CSS

Illustrator

Logo design | Vector tracing | Typography |
Color theory | Print design | Branding

Photoshop

Photo editing | Typography | Color theory | Print
design | Layout | Branding | Web design | Animation

REFERENCES

Jared Hardwick | Creative Director, Steadfast Creative

817.637.3194 | hardwickjared@gmail.com

Ruben Cabrera | Art Director

405.637.5012 | ruben@rubenjcabrera.com