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📞 (979) 240-4409  
📍 Houston, TX

# Ana Ortiz User Experience Designer

Well-rounded user experience designer with 16+ years of visual design and 13 years as a graphic design educator. Goal-oriented and deadline driven, with substantial experience designing and creating innovative user interface solutions. Strong knowledge and passion for intuitive human-centered design that brings ease to the user. Focused and effective project management that is bridged with collaborative team strategies. Eager to expand my career in the UX/UI field.

## PROJECTS

**NFT Art Mentor**  
2021-2022  
Remote

### User Experience Case Study - Class Project

Developed and designed end-to-end mobile learning app by using user-centered solutions. Utilized user research, competitive analysis, user flows, sitemaps to help the direction of my wireframes and high fidelity prototype. Portfolio was selected as part of the student showcase as exemplar for other students.

## EDUCATION

**CareerFoundry**  
UX Design Certification  
2022

**The Art Institute of Houston**  
BA in Fine Arts  
MAJOR in Graphic Design  
2006

## PROFESSIONAL EXPERIENCE

**8BillionMinds**  
2022-Present  
Remote  
Volunteer

### UX/UI Designer

Establish and perform usability testing sessions to gather qualitative information and enhance functionality and experience of website. Create simple and practical research report from findings for product team and stakeholders. Contribute to brainstorming and problem solving sessions with product manager, UX designer, and software engineer to redefine user needs/goals and enhance site's functionality.

- Delivered expert-level UX support with budget and time constraints.

**Dominion Global**  
2021-Present  
Remote

### Graphic Designer

Create mock up designs for an array of independent artists using Adobe Photoshop and Illustrator. Manipulate and edit photographs to suit the artist's design, combining typography, colors and graphics to finalize artwork. Prepare proof for client approval and prepare high quality files for print production.

**TaskMe**  
2022-Present  
Remote

### Graphic Designer

Create seamless photo collages using Adobe InDesign and Photoshop. Attention to detail, organize and compose collages with an array of photo sizes, orientations, colors and subject variety. Prepare client proofs and prepare high quality files for print production.

**Alief ISD**  
2009-2022  
Houston, TX

### Graphic Design/AP 2D Studio Educator

Fostered and promoted a creative learning environment for digital arts students. Created engaging and modified lessons for individual learning styles that allowed students to understand, explore and synthesize the creative process using traditional art and professional creative software. Taught and demonstrated lessons for students to learn Adobe Photoshop and Illustrator.

**Smile Outside**  
2018-2022

### Illustrator/Graphic Designer

Finalized illustrations by applying watercolors, Adobe Photoshop, and Illustrator. Designed logo, created advertisements, and developed signage for marketing. Engaged with clients to iterate and complete final illustrations and book requirements. Published six children's books as well as generated digital files for print production using InDesign.

## SKILLS

Interaction and UI Design  
Team Building and Collaboration  
Wire Framing  
Prototyping  
User Research  
Affinity and Journey Mapping  
Branding Style Guides  
Personas  
User Flows and Sitemaps  
Usability Testing  
Web Design  
Typography Hierarchy  
Branding  
Logo Design  
Illustrations  
Graphic Design

## TOOLS

Figma  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Sketch  
Zeplin  
Usability Hub  
Balsamiq  
Optimal Sort  
Slack

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## PROFESSIONAL EXPERIENCE

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**Fabian's Latin  
Flavors**  
2017 - 2018  
Houston, TX

### Graphic Designer

Developed restaurant marketing campaign for brand venue, including graphic and marketing materials, such as menus, flyers, social media advertisements, business cards, letterheads, signage and website.

- Served as the sole graphic designer and brought 1.2 million revenue per year using brand, logo, menu design, while managing and executing multiple projects efficiently.

**Statewide  
Independent  
Brokers**  
2017 - 2022  
Houston, TX

### Graphic Designer

Updated logo and marketing material, which doubled and increased in customers and revenue. Updated letterhead, business cards, signage and website design. Conducted meetings with owner to discuss redesign of logo and marketing design in efficient manner.

**JGI Outdoor  
Advertisement**  
2006 - 2009  
Katy, TX

### Graphic Designer/Production Manager

Designed and directed a range of graphic design projects from concept to completion. Entrusted with management of projects, establishing and maintaining client, designer and vendor relationships.

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