ANA ORTIZ
UX/UI Designer

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SUMMARY

UX/UI designer with a background in graphic design and digital arts public education. Experienced in understanding how to create impactful visual communication and creating simple engaging content for a diverse audience. Knowledgeable in creating intuitive and user centered design solutions from concept to production ready, keeping the user at the heart of all design decisions.

UX/UI DESIGN PROJECTS

NFT Art Mentor, Responsive App - CareerFoundry Case Study
Designed end-to-end responsive web app using user-centered design process. Conducted competitive analysis, user interviews and survey to gather research data and insights to create personas, user flows, sitemaps, wireframes and prototype. Applied user research and usability tests to inform experience decisions and designs.

EDUCATION

CareerFoundry - Online - July 2021 - April 2022
User Experience Design
CareerFoundry - Online - April 2022 -May 2022
Voice User Interface Design

Art Institute of Houston - October 2002 - September 2006
Bachelors Degree in Fine Arts, Major in Graphic Design

EXPERIENCE

Digital Arts Teacher, Elsik High School - Houston, TX
Fostered a learning environment conducive to learning and promoted growth as a digital arts teacher. Created simple yet engaging lessons that connected the student to a real world experience. Managed and lead 28 students through class critiques, class tutorials and learning Adobe Creative Suite design software. Coordinated the National Art Honor Society through an array of art projects for our community.

Graphic Designer, Dominion Global Inc. - Houston, TX - Remote
Create artist mock ups for an array of independent artist. Design mock up artwork using current album designs for 3D music plaques. Complete the artwork approval process and iterate any changes needed and prepare production files for print. Maintain a solid trust relationship with manager.

Graphic Designer, Smile Outside - Houston, TX - Freelance
Illustrated six children's books and formatted and prepared digital files for print production. Created Logo, advertisements and signage. Worked closely with clients to create desired final illustrations and book layout that meet their expectations. Worked with clients throughout the creative process, start to finish as well as meeting deadlines and budget requirements.

UX/UI SKILLS

UX, Ideation and workflows
Interaction and UI Design
Information Architecture
Wireframing
Prototyping
Affinity Mapping
Journey Mapping
User Interviews and Research
Usability Testing / Analysis
Personas
Style Guides
Typography Hierarchy
Branding / Logo Design
Web Design
Illustrations

TOOLS

Adobe XD
Adobe Photoshop
Adobe Illustrator
Zeplin
Usability Hub
Balsamiq
Optimal Sort
Slack

SOFT SKILLS

Empathy
Interpersonal Communication
Intuitive Design
Problem Solving
Collaboration
Adaptable
Leader
Efficient