

Ana Ortiz | UX/UI Designer

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UX/UI DESIGN | VISUAL DESIGN | PROJECT MANAGEMENT

Experienced in UX/UI processes, foster a deeper understanding of users' thoughts, emotions, and motivations and leverage user research to create innovative and intuitive, user-centered products for a range of user interfaces. Collaborate with cross-functional teams to understand, refine, and iterate designs. Manage and coordinate with team members to ensure smooth execution of projects. Diverse experience across non-profits, startups, e-learning, social enterprises, web3, and advertising.

AREAS OF EXPERTISE

Project Management | User Experience | UI Design | UX Research | Interaction Design | Collaboration
Communication | Wireframing | Prototyping | Information Architecture | Usability Testing

RELEVANT EXPERIENCE

National LED & EV, Houston, TX - Hybrid - LED Lighting and Manufacturing/Electrical Vehicles

∞ **UX/UI & Graphic Designer** | September 2023 - Present

- Lead strategic redesigns of multiple webpages across 2 websites, aligning with company goals as lead designer.
- Optimized information architecture for an intuitive user experience, using wireframes to guide the redesign.
- Optimized UI for brand alignment, collaborating on redesign for improved satisfaction, significant SEO gains, and increased user visits.

Civillence, Omaha, NE - Remote - Tech and community startup, non-profit organization

Product Manager | November 2022 - April 2023

- Lead and facilitated design critiques, fostering collaborative environment to give and receive feedback.
- Managed product development for web-based application, overseeing current and upcoming projects.
- Collaborated with front-end and data science teams to translate user requirements into actionable features.
- Spearheaded preparation and execution of usability testing plan for a new feature.

∞ **UI/UX Designer** | October 2022 - November 2022

- Identified and assessed potential accessibility risks and implemented risk mitigation strategies on prototype
- Presented, and thoroughly explained my accessibility audit findings to the founder and UX team.
- Collaborated with UX team to implement approved iterations while maintaining design system standards.

8 Billion Minds, Worldwide - Remote - E-Learning social enterprise, non-profit organization

∞ **UX/UI Designer** | May 2022 - December 2022

- Established and conducted usability testing sessions to validate the design of an existing beta version.
- Analyzed and synthesized qualitative research to uncover insights and pain points.
- Presented user pain points and recommendations to stakeholders, actively contributing to collaborative sessions for site enhancement with the product team and cross-functional partners.

NFT Art Mentor, Remote - Web3 and E-Learning application

∞ **UX/UI Designer** | July 2021 - May 2022

- Developed and designed an end-to-end mobile learning app with a user-centered approach.
- Utilized user research and competitive analysis to drive ideation and create low fidelity wireframes in Figma.
- Created a design system, to maintain a cohesive design throughout the product.

OTHER CREATIVE EXPERIENCE

Dominion Global, Houston, TX - Remote - A leading global Internet radio monitoring company

Freelance Graphic Designer | April 2021 - March 2023

- Generated diverse mock-up designs for independent artists using Adobe Photoshop and Illustrator.
- Edited photographs to align with each artist's design, skillfully combining typography, colors, and graphics.
- Efficiently prepared client proofs, ensuring smooth reviews, and consistently delivered print-optimized files.

Task Me, NYC, NY - Remote - Graphic Design & photo editing services

Freelance Graphic Designer | May 2022 - March 2023

- Crafted seamless photo collages using Adobe InDesign and Photoshop.
- Demonstrated attention to detail by organizing and composing collages with diverse photo sizes and subject variety. Prepared client proofs and generated high-quality files for print production.

Alief ISD, Houston, TX - Alief Independent School District

Graphic Design/AP 2D Studio Educator | September 2009 - May 2022

- Fostered and promoted a creative and collaborative 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, Houston, TX - Wildlife Book Publisher

Freelance Illustrator & Graphic Designer | 2018 - 2022

- Finalized illustrations by applying watercolors, Adobe Photoshop, and Illustrator techniques.
- Designed brand identity and marketing design for both print and digital applications.
- Collaborated with stakeholders to understand business requirements and illustration styles.
- Published six children's books as well as generated digital files for print production using InDesign.

JGI Outdoor Advertising, Katy, TX - Outdoor Advertising

Graphic Designer & Product Manager | 2006 - 2009

- Revamped and spearheaded diverse graphic design initiatives from initial concept to flawless execution.
- Strategically conceptualized and designed billboard advertisements that increased business growth.
- Endowed with the responsibility of project management, establishing and maintaining client, designer and vendor relationships.

EDUCATION AND CERTIFICATES

- **UX/UI Design Certificate** | CareerFoundry | Berlin, DE | July 2021 - May 2022
- **UI Design Industry Training** | Brainnest | Bremen, DE | April - May 2023
- **Bachelor of Fine Arts in Graphic Design** | Art Institute of Houston | Houston, TX | 2002 - 2006

TECHNICAL SKILLS

Figma | Adobe XD | Sketch | Balsamiq | Adobe Creative Suite | Basic HTML | Slack | Trello | Jira
Color Contrast Analyzer | Optimal Workshop | Microsoft Teams | Zeplin | Marvel | Miro