

# Ana Ortiz | UX/UI Designer

Houston, TX • (979) 240-4409 • [anaortiz@OrtizCreativeWorks.com](mailto:anaortiz@OrtizCreativeWorks.com) • [OrtizCreativeWorks.com](https://OrtizCreativeWorks.com)

## INTERACTION DESIGN • VISUAL/UI DESIGN • INFORMATION ARCHITECTURE

UX/UI Designer with 4+ years of experience designing user-centered web and mobile experiences from discovery through high-fidelity UI. Skilled in interaction design, flows, navigation, information architecture, prototyping, and usability testing, with a strong visual design foundation. Comfortable collaborating with product, engineering, data, and stakeholders to translate user needs into shippable product solutions and clearly communicating design decisions through presentations and workshops.

## AREAS OF EXPERTISE

Interaction Design • UI Design • Discovery & Concepting • Design Thinking • Information Architecture • User Flows • Wireframing (Lo-fi) • Usability Testing • Research Synthesis • Accessibility

## PROFESSIONAL EXPERIENCE

### National LED & EV, Houston, TX - Hybrid

🕒 **UX/UI & Graphic Designer** • September 2023 - Present

- Led strategic redesigns across two websites, aligning UX/UI updates with business goals.
- Improved information architecture and page structure using wireframes and user-centered layouts.
- Delivered high-fidelity UI aligned to brand standards; partnered cross-functionally to refine and implement.
- Supported improved engagement and SEO performance through clearer UX and consistent UI patterns.



### Civillence, Omaha, NE - Remote - Tech + Community Startup / Non-Profit

**Product Manager** • November 2022 - April 2023

- Managed delivery of a web-based application, coordinating with design, front-end, and data science teams.
- Facilitated design critiques and stakeholder alignment to iterate solutions quickly.
- Planned and supported usability testing for a new feature to validate direction and inform iterations.

🕒 **UI/UX Designer** • October 2022 - November 2022

- Conducted an accessibility audit and partnered with the team to implement improvements.
- Presented findings to the founder and UX team, ensuring updates aligned with the design system.

### 8 Billion Minds, Worldwide - Remote - E-Learning Social Enterprise / Non-Profit

🕒 **UX/UI Designer** • May 2022 - December 2022

- Ran usability tests on a beta experience and synthesized insights into recommendations.
- Created flows, wireframes, and prototypes to improve navigation and key user journeys.
- Presented findings and collaborated with product partners to drive iterative enhancements.

### NFT Art Mentor, Remote - Web3 + E-Learning Application

🕒 **UX/UI Designer** • July 2021 - May 2022

- Designed an end-to-end mobile learning app from research through high-fidelity UI in Figma.
- Produced wireframes and prototypes based on research and competitive insights.
- Built a lightweight design system to maintain consistency and scalability.

## ADDITIONAL DESIGN 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

- Created lessons for different learning styles and skill levels.
- Guided students through the creative process using professional design tools.
- Taught Photoshop and Illustrator through demos, feedback, and skill-building practice.

**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

## TOOLS

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