

Ana Ortiz | UX/UI Designer

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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.

Civilience, 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