

ANA ORTIZ

UX/UI Designer

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📍 Houston, TX

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

UX/UI Designer, 8BillionMinds - Remote

- Organized and conducted several usability testing sessions to collect qualitative data to refine and improve the site's usability, utility and overall experience.
- Synthesized findings into a simple and actionable research report for stakeholders and product team.
- Redefined user needs and goals with product manager and UX designer to improve the site's functionalities and usefulness.

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.

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