Ana Ortiz User Experience Designer

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📍 Houston, TX

Well-rounded user experience designer with 16+ years of visual design and 13 years as a graphic design educator. Goal-oriented and deadline driven, with substantial experience designing and creating innovative user interface solutions. Strong knowledge and passion for intuitive human-centered design that brings ease to the user. Focused and effective project management that is bridged with collaborative team strategies. Eager to expand my career in the UX/UI field.

PROFESSIONAL EXPERIENCE

8BillionMinds
2022-Present
Remote

UX/UI Designer

Establish and perform usability testing sessions to gather qualitative information and enhance functionality and experience of website. Create simple and practical research report from findings for product team and stakeholders. Contribute to brainstorming and problem solving sessions with product manager, UX designer, and software engineer to redefine user needs/goals and enhance site's functionality.

Dominion Global
2021-Present
Remote

Graphic Designer

Create mock up designs for an array of independent artists using Adobe Photoshop and Illustrator. Manipulate and edit photographs to suit the artist's design, combining typography, colors and graphics to finalize artwork. Prepare proof for client approval and prepare high quality files for print production.

TaskMe
2022-Present
Remote

Graphic Designer

Create seamless photo collages using Adobe InDesign and Photoshop. Attention to detail, organize and compose collages with an array of photo sizes, orientations, colors and subject variety. Prepare client proofs and prepare high quality files for print production.

Alief ISD
2009-2022
Houston, TX

Graphic Design/AP 2D Studio Educator

Fostered and promoted a creative 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
2018-2022

Illustrator/Graphic Designer

Finalized illustrations by applying watercolors, Adobe Photoshop, and Illustrator. Designed logo, created advertisements, and developed signage for marketing. Engaged with clients to iterate and complete final illustrations and book requirements. Published six children's books as well as generated digital files for print production using InDesign.

Fabian's Latin Flavors
2017-2018
Remote

Graphic Designer

Developed restaurant marketing for brand new restaurant in downtown Houston, Texas, including graphic and marketing materials, such as logo, menus, fliers, social media advertisements, business cards, letterheads, signs and website design.

EDUCATION

CareerFoundry
UX/UI Certification
2022

The Art Institute of Houston
BA in Fine Arts
MAJOR in Graphic Design
2006

SKILLS

Interaction and UI Design
Team Building and Collaboration
Wire Framing
Prototyping
User Research
Affinity and Journey Mapping
Branding Style Guides
Personas
User Flows and Sitemaps
Usability Testing
Web Design
Typography Hierarchy
Branding
Logo Design
Illustrations
Graphic Design

TOOLS

Figma
Adobe XD
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Sketch
Zeplin
Usability Hub
Balsamiq
Optimal Sort
Slack