

Rocio Reyes

UX/UI Designer | Graphic Designer

A passionate, problem solving UX/UI Designer, who is eager exploring new possibilities and crafting engaging experiences.

Experiences

Ashe Arts & STEM March 2023-present

Volunteer Graphic Designer

- Developed a comprehensive social media strategy for an upcoming event revising banner and the corresponding social media assets project, and sponsorship package for future event

Intersect LA (IXLA) Internship

September 2021-May 2022

Project Lead + Graphic Designer

- As a team leader, I met with clients, created and presented assets, and managed my team. As a team member, I worked with others to brainstorm and present concepts and assets in areas including branding, illustration, and other visual design.
- Produced a visually appealing and informative electronic brochure for the LSAMP program in line with the school's branding guidelines

UX/UI and Web Designer

Class and self projects March 2023-present

- Designed high-fidelity wireframes based on low-fidelity wireframes and improved designs by creating a user-centered experience
- Redesigned sitemap to identify pain points, problem statement and hypothesis statements, competitive analysis, personas, etc. with accessibility color designs
- Developed storyboards and motion graphics Collaborated with different team members
- Created a design system and design language by creating a color palette, icon library, type library, logo collection, and components

DesignHub

Graphic Designer August 2020-December 2020

- Collaborated with two team members to develop and execute a brand identity and style guide, including creating brand messaging, logos, color palettes and typography standards; resulting in a consistent brand image
- Create a healthy environment for team collaboration.

rreye151@gmail.com

rocioreyesportfolio.com

www.linkedin.com/in/rocio-reyes-a3076b143/

805-798-4065

Education

California State University Northridge

B.A. Communication Design

Santa Barbara City College

A.A. Media Arts

Skills

- Adobe Creative Suite
- Product Design
- Visual Design
- Figma
- Interactive design
- Typography
- Creative Strategy
- Google Suite
- Microsoft Office Suite
- Interface Design

Hard Skills

- Branding
- HTML
- Logo Design
- UX/UI Design and research
- Bilingual (English, Spanish)

Soft Skills

- Time Management
- Critical Thinkining
- Attention to Detail
- Flexibility
- Problem solving
- Creativity stratagy

Extracurricular

SAGA Club

