Rocio Reyes

UX/UI Designer | Graphic Designer

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EDUCATION

California State University Northridge
Bachelor of Art , Communication Design

SKILLS

Applications: Figma, UX/UI Design and Research, User Interface Design, Product Design, Indesign, Illustrator, Adobe Creative Suite, Google Suite, Microsoft Office, Typography, Creative Strategy,

Foreign Language: Spanish

EXPERIENCE

User Experience Design Intern, Our National Conversation   **May 2023-November 2023**
- Work in a team setting helping develop and plan out an update of current site
- Solve navigation the sister website TheLastest to improve navigation and usability friendly with cross-function team

User Experience Design Intern, Spotlist Inc   **May 2023-November 2023**
- Design changes to the moblie site with the design team to beter improve navigation and usapility for users
- Team meating and colaperation for what is needed, and speaking with the enginer team
- Designs to help the will help users and there clients with booking and in navigation
Currently in beta testing development

Stealth Tech Services, Graphic Designer   **July 2023-present**
- Work on the given project from the clients to help there company on there given need
- Solve issues in a clear and professional manner, have meetings for further discussion on the needs of the given clients
- Discussions and review on who are the new clients will be and how we will able to help them grow

Freelance Graphic Designer   **May 2023-present**
- Successful re-design of design systems
- Logo design and branding
- Creation of file formating and creating and following brand guidlines

Ashe Arts & STEM, Graphic Designer   **March 2023-May 2023**
- Developed and executed a potent social media strategy for a gala event
- Created visually appealing banners and graphics that attracted considerable attention and contributed to an expanded online engagement and reach. Successfully secured valuable and sponsorship package for future event over a two month time frame

Intersect LA, Internship Project Lead + Graphic Designer   **September 2021-May 2022**
- As the lead, actively participating in sessions contributing to the development of visually concepts and assets. Provided support to team members in branding, illustration, and visual design, resulting in successful client presentations for there book
- Created an imfrmitve electronic brochure for the LSAMP program, ensuring seamless harmony with the school's branding guidelines, importent to the people involved

PROJECTS

UX/UI and Web Designer
Self projects and organized projects with team members from UX haxathon
- Utilized low-fidelity wireframes as a foundation to create high-fidelity wireframes, enhancing designs through user-centered experiences and thorough research and storyboard
- Developed an all-encompassing design system, incorporating a cohesive color palette, extensive library of icons, refined collection of typefaces, iconic logo assortment, and reusable components.

ACTIVITIES AND LEADERSHIP POSITIONS

Unofficial Figma Community, IterateUX, Tech Fleet, Accessibility Fundamentals Assistive technology Web/app accessibility, UX Design Hackaton, DesignHub, Intersect LA, SAGA Student Advertising Graphics Association