

Vidalma

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Objective Driven to discover, understand & design for real human needs and behaviors using data and user research methods. Wish to contribute skills & experience for the development & creation of interactive, cross platform multimedia products for many to use & enjoy.

Skills **Languages:** JavaScript, HTML, CSS, PHP, JQuery
Programs: Adobe Creative Cloud(XD, AI, PD, DW, ID, AE, AN), Sketch, Visual Studio
Frameworks/Libraries: jQuery, Knockout.js (MVVM), Bootstrap, Grunt
Other: Git/GitHub, Brackets, GIMP, Wordpress, JSFiddle

Experience **UX Designer**
Center for Autism & Related Dis. WoodlandHills, CA Oct.2013 – Aug. 2016
• Developed detailed deliverables (wireframes, flows, design comps, visual specs, taxonomies) that effectively communicated UX/ UI design to product managers, engineers, and stakeholders. • Built UI prototypes in HTML, JavaScript, and CSS, and in tools like Adobe's Experience Design(XD) and Muse(MU) • Operated within the product development cycle - capturing requirements and feedback from stakeholders in constant collaboration with product managers - and iteratively rolling out new features and improvements to existing features.

Freelance Web Developer
Vidalma.net Santa Monica, CA Feb. 2012– Sept. 2014
• Involved in the entire product development/design process - from conception alongside the project client, to implementation of design & managed project scope, deliverables, schedule, resource needs and budget. • Created initial interaction design wireframes and prototypes, designed the graphics, icons and animations for the interfaces • Developed website layout/user interface by using standard HTML/CSS & Javascript practices

Print Maestro/ Graphic Designer
Converse Santa Monica, CA Jul. 2013– Oct. 2013
• Designed customized graphics in a fast paced creative environment. • Produced direct-to-garment digital prints. • Responsible to act as ambassador for customization and brand. • Collaborated with customers to identify their personalization needs. • Operated various commercial garment printers.

Marketing Director/ Graphic Designer
Snackerz Inc. Los Angeles CA Dec. 2008 – May. 2009
• Provided concept, art direction and design direction that supported Company goals and strategies. •Managed team, budgets, timelines and projects while working across several departments and with outside partners. •Built and maintained strong relationships with ecommerce clients, partner companies, and vendors via email campaigns and tradeshow events. •Successfully delegated outsourcing of packaging manufacturing.

Education **Udacity.com**Mountain View, CA [2015 - present]
Nano Degree in Front-End Development
Art Institute of CA-LASanta Monica, CA [2011- 2013]
Associate of Arts and Sciences (AAS) in Web Design Interactive Media
Academy of Couture ArtWest Hollywood, CA [2008]
Trend Forecasting Workshop (coursework)
European Color Theory (coursework)
Bakersfield CollegeBakersfield, CA [2007]
Web Development (coursework)
Fashion Institute of Design & Merch.Los Angeles, CA [2004-2005]
Fashion Design (coursework)
East Bakersfield High.....Bakersfield, CA [2000-2004]
High School Diploma with Multi Media Academy Certification