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🌐 designllama.net

📍 Mendoza, Argentina (GMT-3)

## Skills

**Ps** Adobe Photoshop 15+ years

**Ai** Adobe Illustrator 15+ years

**f** Figma 2 years

**📄** HTML 5 years

**📄** CSS 5 years

- Mobile & responsive design
- Print design
- Brand strategy
- Information graphics
- Email marketing
- Illustration

## Education

### Carnegie Mellon University

Pittsburgh, PA | 2002-2006

- BHA - Fine Art & Psychology
- Minor - Communication Design

### MICA Center for Art & Culture

Marseilles, France | 2005

**I like to say that I wear many hats.** In many of my previous roles my responsibilities have extended well beyond those of designer - sometimes toward those of a project manager, sometimes a developer, copywriter, or illustrator. So foremost, I consider myself to be a creative problem solver. I thoroughly enjoy the opportunity to continually learn new things and tackle projects from a multi-disciplinary set of skills and experiences.

## Experience

### Head of UI/UX

1 year | 2020-Present

TrueNorth | Argentina / USA / Hong Kong, Remote

Leading the design effort for TrueNorth's software development projects, my role involves close communication with nearly every team at the company, from marketing and sales, to product definition and development. Within the UI/UX team, we work very collaboratively - meaning that sometimes my role is to own the design for a project and shepherd it through to development; other times it's to provide support and direction to my colleagues.

### UI/UX Designer & Front-End Developer

9 years | 2011-2020

Uplifted | Buenos Aires, Remote

Collaborating with a small team of marketers and developers, I worked closely with clients to design websites and applications for small and emerging businesses. My primary role of UX designer evolved over time toward a more holistic role that covered the entire design process from product definition, to design, front-end development, and finally project management of the back-end dev team.

### UI/UX Designer

3 years | 2013-2016

Barreled | Remote

Application design and promotional materials for a whiskey rating and sharing app targeted toward the casual connoisseur. I worked in close collaboration with the owner to develop the Barreled brand and ensure that all deliverables, from the app itself to marketing materials, consistently spoke to the experience that we wanted users to have.

### Graphic Designer

3 years | 2007-2010

Bayard Advertising Agency | New York, NY

Worked in collaboration with in-house copywriters, developers and fellow designers. I was responsible for the conceptual ideation and production of print and interactive advertising campaigns, targeted to the human resources and recruiting sector. Clients include Pfizer, Sanofi Pasteur and Disney Cruise Line.

### Web Designer

1 year | 2009-2010

Taproot Foundation | New York, NY

Selected by Taproot, a volunteer organization, to lead and execute original designs for other NPOs. I worked in close partnership with a development team to complete a website redesign for an organization offering tuition assistance for needy families.