

Erick Padilla

SUMMARY OF SKILLS:

HTML, CSS, AJAX, FTP, Adobe Photoshop CS3, Adobe Illustrator CS3, Adobe Flash CS3, Adobe Dreamweaver CS3, Adobe Indesign CS3, Adobe Acrobat Professional, QuarkXpress, Microsoft Visio, Microsoft PowerPoint, Microsoft Word, Microsoft Excel.

SUMMARY OF EXPERIENCE:

IDriveSafely.com

Aug. 2009 - Present

UI/UX Sr. Designer

- Work closely with a cross-functional team to assess product requirements, created UI screen designs including user-interface interaction details that promote ease of use and optimize the user experience for various online courses.
- Collaborate with engineering teams, in India, via teleconference.
- Make logical decisions to ensure the overall success of the project by creating designs that seamlessly address customer and business concerns and objectives.
- Worked closely with content managers to solidify main designs.
- Conceptualized scenarios and use cases into user flows and wire frames, conducting design review sessions with senior management and product managers.
- Design print, web collateral and marketing materials, including identity designs.
- Set design standards and specifications.

FanBox

Dec. 2005 - March 2009

UI/UX Design Manager

- Responsible for effective problem solving and creative solutions for Internet UI design.
- Worked effectively within a cross-functional product development team.
- Directed, prioritized and managed design teams during critical deadlines, including daily goals.
- Worked closely with engineers and technical writers to support all UI concept designs.
- Conceptualized scenarios and use cases into user flows and wireframes while conducting design review sessions with senior management and product managers.
- Designed and developed UI prototypes and usability testing assets.
- Prepared presentations and product updates.
- Maintained visual standards and style guide documentation.
- Designed all print, web collateral and marketing materials, including the redesigning of the company's identity.

MiketSystems and Adpalor

Oct. 2008 – Dec. 2009

Mobile UI Designer (Freelance Designer at both companies)

- Responsible for the skinning of UI iPhone design.
- Designed four different iPhone UI applications and branding, including wire frames, and all elements for each use case.
- Created flowcharts and conducted design reviews with CEO and product management.

- Worked along side engineers for usability testing and UI support.

ZipSearch

Nov. 2004 – Dec. 2005

Sr. Graphic Web Designer

- Responsible for the execution and visual concepts when redesigning the company's web sites.
- Provided design comps and executed the HTML production.
- Maintained graphics for eight websites, developing and creating assets for online marketing, including advertising banners running on Yahoo and other high traffic websites.
- Designed customized landing pages, incorporated JavaScript and form layout.
- Performed troubleshooting, testing, and quality assurance.
- Designed print collateral for ZipSearch and all ten of its sub-divisions.

Outreach Marketing

May 2002 – Nov. 2004

Art Director

- Responsible for art direction, visual concept, logo, and icon design.
- Directed photo shoots and maintained the magazine website.
- Produced the company's in-house print material, including collateral, posters and advertising (flyer's, ads, and direct mail pieces), CD-ROM covers, booklets and charts.
- Coordinated and contacted vendors, business partners, printers, and freelancers.
- Scheduled all internal printing projects with production managers.
- Managed and trained department personnel.
- Created and designed master pages and style sheets for the publication.
- Worked with editorial team to develop project concepts.
- Created and shared concepts with the editorial team.
- Maintained project scheduling as specified by each department.
- Developed bi-monthly SWAT analysis for each magazine.
- Created and maintained budget for fiscal year by cost-per-page.

WCMD

Sept. 2001 – May 2002

Art Director / Web Designer

- Developed designs according to creative briefs aimed at meeting business goals and objectives.
- Ascertained high-level performance under tight deadlines.
- Trained, delegated, and supervised junior designers.
- Created overall appearance of materials, brochures, newsletters, B2B catalogs, envelopes, trade show booths, and B2B direct mail designs.
- Provided overall appearance of company's subdivisions, corporate identity, and customer profile forms.
- Prepared all collateral material for film output.
- Visually integrated all content requirements and designs for company's web sites, utilizing JavaScript and other web technologies, working closely with programmers.

Wells Publishing

June 1996 – Sept. 2001

Art Director Assistant / Webmaster

- Managed the cover design of two bi-weekly publications.
- Coordinated issue content and design of full page layouts for publications with editors.
- Designed client advertising campaign ads.

- Coordinated and developed all in-house ads, corporate identity strategy, and magazine layouts.
- Conducted printer press checks when necessary.
- Worked closely with marketing department, including interaction with outside vendors.
- Ascertained high-level performance under tight deadlines.
- Purchased hardware and software for design department.
- Trained, delegated, and supervised junior designers.
- Designed and coordinated the development of websites for client approval.

Van Color

March 1992 – June 1996

Graphic Designer / Pre-Press Technician

- Managed the preparation of publications, book jackets, brochures, and posters for pre-press 4/C separations on both Mac and PC.
- Scanned mechanical art, logos, type and half-tones for ripping to Scitex workstations for electronic stripping.
- Manipulated and retouched high-resolution images in Photoshop and Scitex software.
- Burned high-resolution and low-resolution images to Scitex optical discs.
- Sent files through Fileserver to Scitex PS2 Workstation/Star for film output and digital iris.
- Created Fuji proofs/bluelines and veloxes.

Education

EPCC

1989 – 1992

Portfolio

Available online at <http://www.erickpadilla.com/>

Contact

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