

Ross Amador

SR. UI/UX DESIGNER

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WORK EXPERIENCE

INFOMAGNUS

Sr. UX Consultant, 2019 - Present

Large-scale projects include developing the user experience for Drayflex, a logistics optimization tool for the Los Angeles Metro Transportation Authority and GeoStamp, a drayage geotracking software. Design artifacts include wireframes, workflows, and clickable prototypes.

ROSS AMADOR DESIGNS

Freelance Designer, 2018 - 2019

Developed wireframes and mockups for a loan origination software platform which supports loans throughout the product lifecycle. Related project work includes persona development and prototypes for an integrated doc storage system. Designed mobile ad campaign assets for Home Me rental app.

SHOWMGR

UI/UX Design Manager, 2017 - 2018

Projects included redesigning significant portions of this SaaS product. Other duties included redefining the product catalog based on deep analysis of user workflows and use cases. Performed user research and produced design artifacts including clickable prototypes for desktop and mobile, user stories, use case analysis, user journeys and wireframes.

ROSS AMADOR DESIGNS

Freelance Designer, 2015 - 2017

Interactive designs for clients including Memberplanet, Greekbill, Stamps.com, and Handstand. Produced low-fidelity wireframes through final designs for mobile and desktop applications Plowz & Mowz and Handstand. Large projects included the redesign of Memberplanet's customer support portal and Greekbill's finance modules.

CASHCALL

Sr. UI/UX Designer Contract Role, 2014 - 2015

Designed targeted landing pages and UI components to capture personal data. Produced exploratory mock ups to improve conversion and reinforce brand identity between directly competing products within the same vertical.

LOS ANGELES TIMES

Sr. Designer, 2011 - 2014

Assisted in design and production of the next generation web presence for all Tribune media web sites. Responsible for producing new site sections and special features.



DESIGN SKILLS

Adobe Photoshop	●	●	●	●	●	●	●	●	○
Adobe Illustrator	●	●	●	●	●	●	●	○	○
Adobe InDesign	●	●	●	●	●	○	○	○	○
Adobe Xd	●	●	●	●	●	●	○	○	○
Adobe Acrobat	●	●	●	●	●	○	○	○	○
Balsamiq	●	●	●	●	●	○	○	○	○
InVision	●	●	●	●	●	○	○	○	○
Sketch	●	●	●	●	●	●	○	○	○
Figma	●	●	●	●	●	●	○	○	○
Axure	●	●	●	●	●	●	○	○	○
User Interface	●	●	●	●	●	●	○	○	○
User Centric Design	●	●	●	●	●	●	○	○	○
Information Architecture	●	●	●	●	●	○	○	○	○
Iconography	●	●	●	●	●	○	○	○	○



PERSONAL SKILLS

Reliability	●	●	●	●	●	●	●	○	○
Creativity	●	●	●	●	●	●	●	●	●
Written Communication	●	●	●	●	●	●	○	○	○
Deliberation	●	●	●	●	●	●	○	○	○
Teamwork	●	●	●	●	●	●	○	○	○
Empathy	●	●	●	●	●	●	○	○	○



EDUCATION

CALIFORNIA STATE UNIVERSITY FULLERTON

Fullerton, CA
Bachelors of Arts, Studio Arts

2017 SOCAL UX CAMP

UC Irvine

UCLA EXTENDED EDUCATION

Marketing Principals and Strategies



AWARDS

WARNER BROS. CARROT AWARD

Burbank, CA

Recipient of Warner Bros. Carrot Program Award given for achievement and quality performance.



INTERESTS



Art History



Systems Thinking



Reading/Writing Fiction



Behavioral Psychology