

Ross Amador

SR. UI/UX DESIGNER - INTERACTIVE DESIGNER

PORTFOLIO: WWW.ROSSAMADOR.COM

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ABOUT ME

My background is in visual design with an extensive background in concept to delivery of UI/UX for mobile & desktop sites. Well versed in visual design, production cycles, user centered design practices and design patterns. I've produced interactive designs for start-ups through enterprise level web sites. My strengths are adaptability, ideation and collaboration. Past projects include Plowz & Mowz, the Los Angeles Times, CashCall, and Zyrtec.



WORK EXPERIENCE

MEMBERPLANET

UI/UX Designer, 2017 - present

Performs competitive research, stakeholder interviews and flow reviews to identify UI solutions which will improve the overall experience for users of this SaaS product. Develops prototypes and mockups to address pain points and bottlenecks.

ROSS AMADOR DESIGNS

Freelance Designer, 2015 - 2017

Interactive design work for clients such as AXS Entertainment, Plowz & Mowz, and Stamps.com. Produced wire frames, mobile and desktop UI, work flow solutions and page layouts. Long term projects included the redesign of the Plowz & Mowz desktop and mobile products plus the introduction of a new sub-brand named Leavz.

RALIS/CASHCALL

Sr. UI/UX Designer (contract role), 2014 - 2015

Designed UI components for financial transactions and continually improved the overall user experience based on internal feedback and limited quantitative data. Also focused on refining or establishing brand identity, form layouts and overall site architecture.

LOS ANGELES TIMES

Sr. Designer, 2013 - 2014

Designed the next generation web presence for the Los Angeles Times and affiliated Tribune online properties including the Chicago Tribune. Responsible for envisioning and defining a new experience for consumers of one of the nations best known news sources.

DEALER.COM

Sr. Designer, 2011 - 2013

Researched and created innovative web site templates for auto dealerships carrying brands such as Audi, Volkswagen, and Lincoln to improve conversion rates. Produced site template designs and dynamic Flash banner ads.



DESIGN SKILLS

Adobe Photoshop	●	●	●	●	●	●	●	○	○
Adobe Illustrator	●	●	●	●	●	●	●	○	○
Adobe InDesign	●	●	●	●	●	●	○	○	○
Adobe Dreamweaver	●	●	●	●	●	●	○	○	○
Adobe Xd	●	●	●	●	●	●	○	○	○
Adobe Lightroom	●	●	●	●	●	●	○	○	○
Invision	●	●	●	●	●	●	○	○	○
Sketch	●	●	●	●	●	●	○	○	○
HTML&CSS	●	●	●	●	●	○	○	○	○
User Interface	●	●	●	●	●	●	○	○	○
User Experience	●	●	●	●	●	○	○	○	○
Information Architecture	●	●	●	●	●	○	○	○	○
Iconography	●	●	●	●	●	○	○	○	○
Data Visualization	●	●	●	●	●	○	○	○	○



PERSONAL SKILLS

Social Commitment	●	●	●	●	●	●	○	○	○
Creativity	●	●	●	●	●	●	●	●	●
Written Communication	●	●	●	●	●	●	○	○	○
Teamwork	●	●	●	●	●	●	○	○	○
Active Listening	●	●	●	●	●	●	○	○	○
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.



RELATED ACTIVITIES



iOS Photography



Interaction Design
Foundation Student



Video Coaching



MBTI Typology