

RICARDO ALFONSO

UX/UI DESIGNER, DIGITAL DESIGNER



 Bogota, Colombia
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 [Portfolio](#)

I am an **accomplished designer** with a unique balance of creative and technical expertise, coupled with a strong background in design and marketing. For 15 years, I have helped employers and clients develop corporate and brand identities, as well as market positioning.

KEY AREAS OF EXPERTISE

A Designer, Problem Solver:

Extensive hands-on experience designing digital products from concept to deployment that are data and usability driven and user-centric.

Corporate & brand identity design:

My vast experiences range from designing posters, brochures, advertisements, catalogues, logos and billboards, to more complex projects, such as management and user experience for the web.

Languages /Frameworks/CMS: XML, HTML5, CSS3, PHP, MooTools, JS, JQuery Mobile, Wordpress, Joomla, Drupal.

SEO: Achieving top search engine positions.

Methodologies: Agile and Waterfall development frameworks.

OTHER AREAS OF EXPERTISE

Prepress printing process, social media, custom WordPress theme design, 3D computer graphics, photography and motion graphics.

PROFESSIONAL PROFILE

- Adobe Creative Suite Expert.
- Bachelors of Graphic Design Production.
- Having worked in a marketing environment has better defined my role as the visual problem solver.
- Excellent graphical skills, creative flair and good colour sense.
- Able to work within brand and design guideline.
- Highly organized and able to prioritize own work schedule.

EDUCATION AND TRAINING

- 2017** **GOOGLE ANALYTICS**
Google - MOOC
- 2012** **HTML5/CSS3**
Conestoga College, Waterloo, ON – Canada
- 2012** **UI DESIGN**
University of Waterloo. Kitchener, ON – Canada
- 2011** **SEO (ACHIEVING TOP SEARCH ENGINE POSITIONS)**
University of Waterloo. Kitchener, ON – Canada
- 2008** **ENGLISH AS A SECOND LANGUAGE (ESL/LINC)**
Conestoga College, Waterloo, ON – Canada

RELEVANT PROFESSIONAL EXPERIENCE

May 2018 – Present

Front End Designer, Pontifical Xavierian University
Bogota – Colombia

Landing pages, Sign-up flows, Profile Pages, Activity Streams, Brand Research, Creative Strategy, Computer Graphics, Visual Branding and Web Design patterns..

Feb 2015 – Jan 2018

Digital Designer, Sofina Foods
Mississauga, ON – Canada

Assist Marketing and quality control teams in designing and developing packaging for new and existing products.

Jun 2013 – Oct 2014

Digital Designer, Nike Colombia.
Bogota, Colombia

This position supports the implementation of NikeStores, NikeFactoryStores communication and marketing program, primarily in the areas of graphic design, print publications, online outreach as well as media relations. Also I was responsible for online activities of www.prochampions.com (e-commerce site) like organizing promotions, working with shipping companies to reduce transportation costs and making advertising strategies. As a web designer, I updated this retail site for new mobile and computer notebooks version in order to get more potential customers.

Jun 2012 – Ene 2013

Senior UX/UI Designer, B-Wired Studios
Kitchener, ON – Canada

As a UX/UI Designer my primary responsibilities included building web and mobile application designs that excite and delight, passionately advocating on behalf of the user, and being the voice of design in product development.

2006 – 2008

UX/UI Designer, Worldwide Marketing Technologies
Houston, TX – United States

Corporate Identity, Interactivity, Photographic Design, Visual Branding, Landing pages, Sign-up flows, Profile pages and Activity streams .

2000 – 2006

UX/UI Designer, InfoMEDIA Service Co.
Bogota, Colombia

Application interfaces, Landing pages, Sign-up flows, Profile pages, dashboards, Embedded help systems, Activity streams, Brand Research, Photographic Design, Interactivity and Web Design patterns.

1997 GRAPHIC PRODUCTION DESIGN

UNITEC University. Bogota – Colombia

2012 – 2012

Graphic Operator, Rogers TV Studio
Kitchener, ON – Canada

During this time, I have been contributing to the production of local programming with their live, evening call-in talk show, Talk Local. Also I have participated as a camera during production..

2010 – 2011

Senior Graphic Designer, Digital Dream Technology
Kitchener, ON – Canada

As a Senior Graphic Designer my daily duties were create a company identity from business cards, letterheads, brochures websites. Building websites, SEO, creating brochures, posting ads. Manage brand placement with media outlets. Understand the constraints involved in producing graphics for prepress coordinate and implement campaigns into an ad server.

2009 –2010

Senior UX/UI Designer, CafetaNetworks
St Petersburg, FL – United States

As a Senior Graphic Designer I worked directly collaborate with a development team to provide composite designs and create production assets needed for the build. One of my roles was Generate assets for Build phases that are high-quality yet download quickly. Turn around quality work within tight timeframes. Handle identity design including logos and style guides..

2009 –2009

Digital Designer, RUSTIC (Dorion Consulting Group)
Waterloo, ON – Canada

As a Graphic Designer I have been responsible for: Day-to-day management of the design and administrative aspects of the DCG brand. Designing materials, production of web pages, rich media ads, online marketing and other interactive products. Taking and editing photos and videos for the web. Marketing material creation/maintenance including brochures, training manuals, DVD's, CD packages as required, newsletters and tradeshow materials.

2008 – 2008

Digital Designer, Goliath Promotions
Los Angeles, CA – United States

Landing pages, Sign-up flows, Profile Pages, Activity Streams, Brand Research, Creative Strategy, Computer Graphics, Visual Branding and Web Design patterns..

Portfolio samples and references available upon request.

SOFTWARE SKILLS

