


Richard Novoa

Product Designer

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richdesign4.me 

Experience

Product Designer

Cross.Team

Miami, FL

11/2019 - 02/2020

- Conducted stakeholder and user interviews to define business requirements for the product experience.
- Effectively communicated with the client, solutions for the users via: user flows, wireframes, interactions, prototypes, user stories, customer journey maps and presentations.
- Iterated mobile responsive designs to meet customer needs.
- Closely collaborated with team of developers, senior designers, and product managers on UX/UI for a complex web application.

Founder

SAHE apparel

Nicaragua

04/2014 - 08/2019

- Founded a manufacturing business, and implemented digital marketing strategies to grow it to one of the local top brands.
- Executed campaigns on Facebook Ads and Google Adwords with optimized returns on investment.
- Implemented and experimented with various lean manufacturing processes and tools on the production line, attaining fast delivery of ideas to market.

Sales Associate

Convergys Corp

Nicaragua

11/2015 - 04/2016

- Exceeded sales performance goals, persuading selection for a pilot program to test consultative sales techniques.

FLE Trainer (Contract)

Accedo Technologies

Nicaragua

08/2015 - 10/2015

- Trained large classes of 30+ people for customer service and sales positions on Target and Kohl's campaigns.

Education

Ironhack UX/UI Design 2019

UAM BA Global Business 2011

Syracuse University Undecided 2007

Certifications

Design Thinking

Gestalt Psychology

UI Design Patterns

Human-Computer Interaction

Information Visualization

Intuitive Products

UX Management

Accessibility: Designing for All

Skills

Process Improvement

Business Strategy

Entrepreneurship

User Testing

Interaction Design

User Research

Usability Testing

Information Architecture

Wireframing

Rapid Prototyping

Storyboarding

Visual Design

Tools

Figma Sketch Adobe XD

Invision JustinMind FramerX

Abstract Webflow

Anima Principle

Photoshop Illustrator Lightroom

Code

HTML5 CSS3 JavaScript

jQuery React.js