

IRINA ZAMBRANO

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PROFILE SUMMARY

Results-oriented, technically-advanced, and creative professional with more than 5 years of extensive experience in web and graphic design, web development, production, strategic planning, and administration, combined with technical proficiency across diverse platforms. Exhibit superior talents in all facets of project life-cycle development from initial analysis and conceptual design through enhancement to optimize operational efficiencies and improve business processes. Bilingual in English and Spanish.

TECHNICAL SKILLS

- Photoshop
- HTML5
- Illustrator
- InDesign
- Lightroom
- Axure
- Invision
- C++
- JavaScript
- CSS
- Sketch
- NodeJs
- PHP
- JQuery
- SQL Database
- Java Full Stack
- AngularJS
- InVision
- Proto.io
- Adobe XD

PROFESSIONAL SKILLS

- 5+ years of experience building responsive websites, mobile apps, and interactive features that drive business growth and improve UX.
- 10+ years of experience in Graphic Design Creating branding and marketing materials that adhered to established brand standards. Materials included digital brochures, posters, magazine ads, shelf talkers, sell sheets, note cards, envelopes, packaging.
- Expert in utilizing complex experience in creating both traditional and new media utilizing combined knowledge in traditional design and computer-aided techniques.
- Reliable in working independently or within a team environment, able to empower and motivate colleagues to refocus on the task at hand and achieve target goals.
- Flexible and open to new ideas and concepts, with in-depth understanding of advertising and client servicing.
- Demonstrate exceptional work ethic, compliant to branding guidelines when designing and effectively manage feedback to meet client's specific requirements.
- Expert in project management from conceptualization to delivery, with a solid background of the print production process.
- Excel at delivering simultaneous, large-scale projects within budget and time constraints coupled with remarkable ability in leading, coordinating, and training staff toward fulfillment of corporate goals.
- Present creative work to internal stakeholders, marketing managers and senior management for review and approval
- Development of brand strategy and strategic positioning for clients
- Develop design solutions for the business

PROFESSIONAL EXPERIENCE

UX Designer Intern

April 2022 – Present

Casa San Jose

- Conduct surveys of potential or current users
- Host focus groups to gather feedback
- Compile and analyze your results
- Provide a report to product design and other departments
- Work with various departments to improve our products

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- Developing personas and usage scenarios
- Conducting usability testing
- Creating wireframes, storyboards, sitemaps, and screen flows
- Creating product prototypes
- Analyzing user feedback and activity, and iterating to enhance the user experience
- Assisting with content development

Web Designer Intern

Jan 2022 – April 2022

JT King Investments

- Designing engaging and responsive landing pages
- Integrating client CMS programs and data feeds into websites
- Optimizing sites for maximum speed and scalability
- Employing industry and design best practice through website build process
- Conducting website testing
- Liaising with back-end developers to ensure web and app logic is properly integrated
- Ensuring website function and stability across devices i.e. desktop, mobile, tablet
- Working with marketing and research teams to incorporate brand elements and relevant market
- Providing internal support and external customer service throughout the build and launch process of the website

UX/UI Designer Intern

Oct 2021 – Jan 2022

Ziggurat Technologies Inc

- UI/UX design of two mobile apps and one website.
- Putting together a UI/UX strategy for user flows, user empathy, and user experience for execution
- UI/UX Development of the mobile app in collaboration with other designers and developers

UX/UI Designer

May 2017 – Oct 2021

DAI Builds - Digital Marketing Agency - Pittsburgh, PA

- Developed web-site mock-ups for clients to ensure quality control and client satisfaction before project development phase.
- Selecting and applying the right research method in each phase of the design process;
- Illustrating design ideas using storyboards, process flows and sitemaps
- Understand product specifications and user psychology.
- Developing wireframes and task flows based on user needs
- Executed and monitored standards for user interfaces, page design and graphics development.
- Ensure the technical feasibility of UI/UX designs
- Expertise in relevant design tools (Photoshop, Illustrator, InDesign, UX Pin, Sketch, Axure...)
- Optimize application for maximum speed and scalability
- Assure that all user input is validated before submitting to back-end
- Collaborate with other team members and stakeholders
- Proficient understanding of web markup, including HTML5, CSS3
- Basic understanding of server-side CSS pre-processing platforms, such as LESS and SASS
- Proficient understanding of client-side scripting and JavaScript frameworks, including jQuery
- Proficient understanding of cross-browser compatibility issues and ways to work around them.
- Proficient understanding of code versioning tools, such as {{Git / Mercurial / SVN}}
- Good understanding of SEO principles and ensuring that application will adhere to them.

Freelance Designer

January 2013 – May 2017

Irina Zambrano Designs - Pittsburgh, PA

- Provided excellent service contributing to maximum client satisfaction, increased sales, referrals, and repeat business
- Marketed, performed, billed, and collected payment for wide variety of design services

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- Developed designs and logos used for business card, posters, web-design and banners.
- Photographed clients for the purpose of headshots, holiday cards, and glamour shots.
- Source, composite, and retouch images for print and web
- Developed Web sites by planning and executing design, maintaining and upgrading service.
- Maintained site appearance by developing and enforcing content and display standards; editing submissions.

Capital TV, Portoviejo, EC

March 2009 – October 2012

Graphic Designer (2010 – 2012)

- Create graphics for Sport News programming, image campaigns, event promotion, commercial sales
- Effectively utilize Adobe Creative Cloud apps: Photoshop, Illustrator, After Effects, Premiere, Media Encoder, etc.
- Work closely with Sport News producers to design appealing on-air graphics that conform to the station branding
- Design commercial still and animated graphics for “Capital Deportes” Programming.
- Other projects as assigned

Graphic Designer Assistant (2009 – 2010)

- Effectively communicate concepts and ideas to the Design Director and Marketing team
- Create graphics for Sport News programming, image campaigns, event promotion, commercial sales
- Effectively utilize Adobe Creative Cloud apps: Photoshop, Illustrator, After Effects, Premiere, Media Encoder, Dreamweaver etc.

EDUCATION & PROFESSIONAL DEVELOPMENT

UX Design Institute, UX Design Professional Diploma

June 2022 – December 2022

Professional Diploma in UX Design in association with Glasgow Caledonian University, The UX Design Institute aims to provide professionals and employers with a tangible, straightforward and objective measure by which to assess and prove UX skills and knowledge.

Their courses are overseen by an Industry Advisory Council to ensure relevance. The UX Design Institute has partnered with Glasgow Caledonian University to make sure they meet the highest educational standards

Coursera, Google UX Design Professional Certificate

September 2021 – April 2022

- Create High-Fidelity Designs and Prototypes in Figma
- Conduct UX Research and Test Early Concepts
- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Design a User Experience for Social Good & Prepare for Jobs
- Responsive Web Design in Adobe XD

Chatham University, Master of Interdisciplinary Design.

July 2019 – April 2021

Master program that it builds upon designers' traditional design skills by deepening students' experiences in traditional visual communication (branding, packaging, typography) while introducing them to eMerging specialized fields of sustainable green design, film and video, and interactive design. Students develop design foundations, a knowledge of communication methodologies, design praxis, and problem-solving techniques.

Treehouse, Front End Development Coursework, Computer Programming

July 2018 – December 2018

- PHP Review
- HTML & CSS
- Accessibility and 508 Guidelines, Compliance on the web
- JavaScript Review
- jQuery Review

Community College of Allegheny County, Pittsburgh, PA

January 2015 – August 2018

- Dual CIT-Computer Information Systems and Graphic Communications Associate of Science Degree programs
- G.P.A.: 3.6/4.0.

Coursework completed or in-progress includes but is not limited to:

- 2- & 3D Design
- Digital Graphic Design
- Digital Imaging

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- Digital Photography
- Web Design
- Web Development
- Office Applications
- Java Programming
- Programming in C

San Gregorio de Portoviejo University - Portoviejo, EC

April 2006 – August 2012

- Bachelor Degree in Graphic Design, minor in Website & Media Design
4 years of Bachelors degree of Graphic Design Engineer and 2 more years of specialization in website and multimedia in Portoviejo, Ecuador.

VOLUNTEER EXPERIENCE

Web Developer

October 2021 - Present

Humane Action Pittsburgh Non-Profit Organization - Pittsburgh, PA

- Plan, implement, manage, monitor, and upgrade the organization's website.
- Respond to and troubleshoot all website issues.
- Identify and respond to all website security breaches.
- Ensure that the website is protected by enabling the appropriate security measures.
- Update HTML, CSS and JavaScript regularly.
- Conduct content audits to eliminate redundant and/or duplicate information.
- Create appropriate website content aligned with the organization's strategy.

Web Developer

October 2018 – October 2019

Project Love Coalition Non-Profit Organization - Pittsburgh, PA

- Build websites using WordPress.
- Prepare website proposals to present.
- Provide technical support to clients.
- Write coding using HTML and CSS.
- Design new features for existing websites.
- Customize themes to meet clients' requirements.
- Manage a user guide to help clients understand site features and management of website to increase visitor satisfaction.