

David Portalatin

UI/UX Designer and Researcher

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• Digital Media - Websites - Print - Video Editing - Merchandising - Branding - Graphic Design •

Experience

Bowen Media - UI/UX Designer and Researcher

November 2021 - July 2023

Conducted thorough research, created compelling designs, and successfully launched over 10 websites. Developed 30 design concepts and templates for clients in diverse industries such as Healthcare, Banking, and Real Estate. Additionally, was assigned to perform photo shoots for 2 separate company sponsored events.

Delivered outstanding digital solutions, and collaborated with various teams, including design, marketing, and development, while contributing to them by leveraging the best design practices. My work succeeds in achieving high conversion rates while ensuring an optimal user experience.

Communicate with business stakeholders in the process of Service Design, training and knowledge transfer

Furthermore, contributed to existing websites by implementing modern design solutions that enhance both their features and user experience.

The UPS Store: Graphic Designer

May 2021 - November 2021

Engaged in meetings with clients to understand their creative vision and requirements, and effectively guide projects from the initial concept stage to the final delivery of printed materials.

Consistently delivering high-quality work while adhering to tight client deadlines. My expertise lies in layout design, encompassing a wide range of print collateral such as business cards, promotional flyers, brochures, banners, mailers, and more.

Union Square Advertising: Graphic Design Intern

May 2019 - Aug 2019

Responsible for meeting deadlines and efficiently completing various projects. Ensured the team received adequate organizational support. Additionally, I document and preserve all illustrations, design layouts, and design development information, ensuring they are readily available for future reference.

Skills

Figma, UI/UX, Wire framing, Sitemap, Information architecture, Graphic Design, Mac Platform, Layouts, Adobe CC, Photography, Presentation Design.

Demonstrated a variety of creative styles and methodologies with proven credentials in developing a bold and original design.

Personal Skills

Able to collaborate fluidly with co-workers and Sr. Art Director, to create compelling work while meeting client demands.

Ability to respond well to changing priorities, workflows, and information.

Willing to learn and master new technologies as they arise.

Keen understanding of Information architecture, UX design, UI principles, and rapid prototyping.

Excellent verbal and written communication skills.

Education

SUNY Farmingdale

Aug.2017 - Dec 2020

B.S. Degree Program in Visual Communications, Farmingdale State College, Farmingdale, NY

Dean's & Presidents List Spring 2018 - Fall 2020

Art & Design Club: Treasurer 2018 - 2019, President 2019 - 2020

Graduation Date: 12/2020, **Cum Laude**