Freddy Pinto

UX Designer with experience in B2B enterprise technology and in-house marketing

CONTACT

freddypinto.com | linkedin.com/in/freddy-pinto | freddypintojr@gmail.com | 6317923306

EDUCATION

Bachelor's in Visual Communications, Farmingdale State College

CASE STUDIES

SmartPark, A reimagined solution simplifying paying for parking

Stat, Streamlined access to short-notice COVID-19 tests and vaccines

EXPERIENCE

Senior Designer, Collibra, May 22–Current, New York, NY

- Redesigned Collibra's learning platform UI alongside a global team to ensure smooth back-end development and timely completion based on deadlines
- Crafted rapid wireframes, prototypes, and design systems to present to stakeholders and cross-functional teams, driving vision and business initiatives
- Recognized as Customer's Champion in Q4 2022 for exceeding expectations and improving learners' experience at Collibra
- Iterated and updated the learning platform with improvements based on business goals, marketing initiatives, and user feedback

Visual Designer, rag & bone, Dec 21–May 22, New York, NY

- Applied KPIs and learnings to new site designs to improve user experience and drive ecommerce sales
- Shaped the brand's online presence by delivering strong visual design elements, impacting brand perception and engagement
- Created prototypes from sketches and wireframes to final web-ready assets and maintaining a streamlined design-to-development hand-off

Web Designer, Austin Williams, Mar 19–Mar 21, Hauppauge, NY

- Translated user insights and client feedback to deliver web experiences for Ronald McDonald House Charities and Esquire Bank that address user pain points
- Drove the web development process with account managers, developers, and designers
- Defined global visual design patterns and standards while also delivering a comprehensive style guide to empower clients for independent use
- Presented web experiences tailored to address clients' business objectives and user needs during meetings with directors and managers to justify design decisions

CERTIFICATIONS

Foundations of User Experience (UX) Design, Coursera, Dec 22

Start the UX Design Process: Empathize, Define, & Ideate, Coursera, Mar 23

Build Wireframes and Low-Fidelity Prototypes, Coursera, Apr 23

SOFTWARE

Adobe Creative Cloud, Figma, Invision, Miro, Webflow, Visual Studio Code

SKILLS

Competitive audits, design systems, HTML/CSS, illustration, prototyping, responsive design, usability testing, visual design, wireframing