

Ivan Ochoa

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Experience

Marketing Designer

La Cazona Mexican Restaurant | September 2022 - July 2023

- Design 10 social media graphic across 3 mainstream social medias
- Booth customer engagement by 80% on Facebook over 6 months.
- Collaborated with management to develop marketing strategies for seasonal promotions and events.
- Tools: Procreate, Illustrator.

Server

Mecate Mexican Restaurant | August 2022 - May 2024

- Provided great customer service, building strong problem-solving and communication skills.
- Managed multiple tasks, like taking orders and handling requests, while keeping everything running smoothly.
- Worked with other staff to make sure every guest had a smooth and enjoyable experience.

Projects

RoamROC

Product design Case Study | 5 Weeks

- *Brief description:* RoamROC is an app that finds Rochester downtown hotspots and uses AR features to make learning about the area more engaging. The purpose of the app is to bring more visitors and locals to downtown.
- *Skills used:* User interviews, Wireframing, Prototyping, Illustration.
- Tools: Figma.

PulsePal

Product design Case Study | 6 Weeks

- *Brief description:* PulsePal is a virtual pet that is gear to an young audiences to teach the importance of having healthy habits
- *Skills used:* Competitive Analysis, Wireframing, Prototyping, 3D modeling
- Tools: Figma, Spline.

Education

Rochester Institute of Technology

B.F.A. New Media Design | 2023 - 2026

Skills

Design

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

Research

User Interviews · Information Architecture · Journey Mapping · Quantitative Analysis · Competitor Analysis · Design Strategy

Software

Figma · Illustrator · Photoshop · AfterEffects · Touchdesigner · HTML · CSS · Spline · Cinema 4D · Webflow

Visual Design

Poster Design · Illustration · Branding · Typography · Iconography · Web Design · Stylesheets and Guidelines

Other Skills

Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit feedback · Spanish Fluency

Awards

RIT Deans List