VR
Vicente Rico
San Jose, CA

Phone
(831)229 3015

Email
vicente.rico99@gmail.com

Portfolio
chenterico.com

Experience

UX / PRODUCT DESIGNER, APPLE (VIA INFOSYS), SUNNYVALE, CA — 2018 - PRESENT

Currently working in multiple projects, from establish internal products, consumer side features, interactions, complete product redesign and end-to-end internal applications. Responsible for conceptualizing, designing, and implement visuals, interactions and new experiences. Created workflows, user journeys, wireframes, low fidelity mock-ups, navigational flows, and high fidelity prototypes.

- Rapid prototype detailed interactions with sketch, Adobe XD, Adobe After Effects and HTML / CSS, consumer facing experiences using design systems.

- Collaborated closely with engineers, product owners, product managers and other members in leadership.

- Successfully assisted the engineering team in designing a high fidelity consumer facing prototype parallel with Apple standards for support answers.

- Build, design and implemented a design systems for internal applications.

- Conducted user research efforts across various projects to analyze user behavior and generate new ideas.

LEAD DESIGNER, RICO DESIGN STUDIOS — 2012 - 2018

Responsible for the end-to-end web user experiences, ensuring businesses produce a cohesive and intuitive web products, while incorporating user-centered design principles. Rapid prototyping, user research, user flows, wireframes, low-fidelity and high fidelity prototypes, design interactions, interactive prototypes with HTML, CSS and Javascript.

- Successfully consolidate client goals with their customers needs and wants seamlessly throughout the website experience.

- Implement design process from start to finish to maximize digital product efficiency. Understand user and technical internal apps requirements, while also creating simple and eland user experiences to fulfill user needs and minimize project time consumption.

- Responsible for converting gather data and requirements into detailed user flows, wireframes, and effective UX design patterns.

- Responsible for identifying and designing creative solutions while increasing website experience.

WEB DESIGNER / FRONT END DEVELOPER - MMACLOTHING.COM — 2010 - 2012

Web designer and web developer for in-house apparel e-commerce store. Designed and build HTML/CSS interactions throughout the store.

- Designed content focus on media material for the web; banners, flyers, ads, and Flash Ads

- Design and developed weekly marketing emails.

Education

University of Idaho, Moscow — BA, Arts & Design

Skills

Software: Adobe XD, Sketch, Adobe Illustrator, Photoshop, After Effects, Keynote.
Code: CSS, HTML, Javascript, SASS