

# CLARIZZA RODRIGUEZ

## UX/UI DESIGNER

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### PROFILE

As a User Interface and User Experience designer, my primary focus lies in crafting design solutions that are centered around the user, engaging, and aimed at delivering the optimal digital experience for your project. I am a detail-oriented designer well-versed in graphic design and branding, constantly evolving and actively seeking new experiences and opportunities to enhance my skills and expertise.

### SKILLS

GRAPHIC DESIGN  
TYPOGRAPHY  
USER RESEARCH  
MICROSOFT OFFICE  
PRODUCT DESIGN  
PHOTOGRAPHY  
PHOTO EDITING  
ICONOGRAPHY  
PROTOTYPING

### TOOLS

ADOBE ILLUSTRATOR  
ADOBE INDESIGN  
ADOBE PHOTOSHOP  
ADOBE LIGHTROOM  
ADOBE XD  
ADOBE BRIDGE  
SKETCH  
FIGMA  
INVISION

### EDUCATION

**SAN DIEGO STATE UNIVERSITY**  
Bachelors Degree in Graphic Design

### WORK EXPERIENCE

#### Web Designer/Graphic Designer

##### *Normandy Digital Marketing Solutions*

*February 2023 - November 2023*

- Managed several clients as a graphic and web designer. Created website layouts in Figma and executed design layouts, User experience and UI in Figma, Wordpress, Hubspot, Squarespace, WIX and Webflow.
- I have a proven track record of successfully managing multiple clients, demonstrating exceptional time management skills, and excelling in fast-paced environments. I consistently deliver high-quality results by enhancing website metrics, improving SEO, enhancing user experience, and refining overall design aesthetics.
- I have adeptly fulfilled diverse roles as a graphic and web designer, a skilled photographer, a proficient photo editor, and a dedicated learner of coding. Leveraging my versatile skill set, I have been instrumental in driving the expansion of numerous small businesses. I have effectively crafted their brand identities, developed visually appealing and user-friendly websites, and designed captivating logos.

#### UX/UI Designer

##### *AppStudio 35*

*April 2022 - February 2023*

- Worked under Kristin Pedroza in assisting with wire framing, medical illustrations, as well as creating, managing and organizing all libraries in XD and Figma. Was responsible for refining design concepts, creating UI color palettes, prototyping and conducting user research and pitching them to clients.
- Demonstrated exceptional communication skills through collaborative efforts with fellow designers and stakeholders to conceptualize applications, web designs, and user interface layouts. Conducted UX audits on existing projects and collaborated with the company to enhance accessibility and overall design quality, showcasing a proactive approach to improving user experience..
- Demonstrated proficiency in designing projects comprehensively with a user-centric approach, ensuring end-user needs are prioritized throughout the development process. Generated innovative ideations for applications and conducted valuable qualitative user research to inform design decisions effectively.

#### UX/UI Designer

##### *Bridger Creative + Tiled*

*March 2021- October 2021*

- Engaged in design sprints to collaboratively identify pain points, develop empathy maps, and establish design systems.
- Demonstrated adaptability and proactivity while working on projects both remotely and in an office setting. Entrusted with multiple projects that granted me full autonomy in design decisions, serving as the sole designer and UX researcher. Responsible for overseeing the end-to-end development of micro-applications, showcasing a strong sense of ownership and proficiency in project management.
- Received client briefs for micro applications, engaged in numerous client meetings to gather requirements, and autonomously developed wireframes, prototypes, and high-quality user interfaces for each assigned project.