

Rica Marie Garcia

PRODUCT DESIGNER

ricamariegarcia.com

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Frederick, MD

SOFTWARE

Prototype Tools

Adobe XD, Sketch, InVision

Adobe Creative Suite

InDesign, Dreamweaver, Photoshop, Illustrator, Premiere Pro, After Effects

Flowchart

Lucidcharts, Omnigraffle, Draw.io

CMS Platforms

Wordpress, Shopify, SquareSpace

Project Management Softwares

JIRA, Asana, Freedcamp, Trello, Clubhouse.io

Communication

Slack, Skype, Google Meet, BlueJeans, Cisco Webex

LANGUAGE

HTML, CSS

SKILLS

UX/UI, user research, manage focus group, flowchart, wireframing, prototyping, web(desktop) app, mobile app design, bootstrap

EDUCATION

Certificate in User Interface Design

University of California, San Diego
Graduated 2013

Bachelor of Fine Arts, Graphic Design

The Art Institute of Washington
Graduated 2012

WORK

Gro *Lead Product Designer – Freelance*

New York, NY & Remote | October 2018 – October 2020

Sole and lead designer for the app. Created a design system. Design the user experience and user interface design, also the mobile version of the web app platform. Created an organized structure for the modules, lessons, interactive assignments, resources hub screen, and dashboard. Collaborated with the engineering team and product manager.

Webveloper *Lead Product Designer – Freelance*

Remote | September 2018 – April 2019

Sole and lead designer. Brainstorm with the project manager and dev team. Created flow charts, wireframes, user testing, build-out scenarios. Build prototypes for web/mobile via InVision.

Presentr *Senior UX/UI Designer – Fulltime*

New York, NY | April 2017 – September 2018

Lead designer. Tested & analyzed user's needs & wants for the iOS/Android mobile app, event product & web app. Managed focus groups, gather data from beta-testers. Developed new feature ideas and UX flows. Produced flow charts, wireframe mockups, and prototypes. Help managed focus groups and user testing. Submitted bugs to devs. Collaborated with the project manager, dev team, and QA Specialist.

Interior Design Magazine *Graphic Designer – Fulltime*

New York, NY | November 2014 – April 2017

Created event themes, produced print & digital collaterals. Print: postcards, pamphlets, posters, environmental design; Digital: coding HTML promotional e-mail blast, web banners for promotional event websites, web motion ads. Also designed editorial layouts in the magazine, for seasonal tabloid issues.

CityBlast *UI Designer – Freelance*

Remote | September 2014 – November 2014

Posh Technologies *Junior UI/UX Designer – Freelance*

Remote | September 2014 – October 2014

Designed multiple functional tablet app for small business owners.

Drohan Management Group *Graphic Designer – Fulltime*

Reston, VA | March 2013 – June 2014

Produced print and digital collaterals. Brand redesigns for numerous clients primary for conference events. Collaborated new design ideas with the client.

Plude Communications *Graphic Designer – Freelance*

Reston, VA | November 2012 – December 2013

Layout designs for multi-slide digital presentations that were broadcast through television monitors for waiting areas.