carolina**arai**ocampo
Web Designer

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📍 Port Coquitlam, BC

Metro Vancouver-based web designer with 6+ years of experience in UX/UI design, information architecture and web design; and 9+ years of experience in brand consulting and visual information design. User focused approach with the ability to successfully deliver quality design solutions in agile and fast-paced projects. Strong problem-solving and analytical skills. A recently approved Canadian Permanent Resident and actively looking for UX/UI designer or Product Design roles.

SKILLS

CORE COMPETENCIES

User Interface and User Experience Design, Information Architecture, Front-end Development, Web Accessibility, Brand Development, Illustration, Motion Graphics, Editorial Design

LANGUAGES

Spanish (Native), English (Fluent), French (Basic), Japanese (Basic)

METHODOLOGIES

Sketching, Prototyping, Storyboarding, Usability Testing, User Persona, User Flows, User Journey, Design Research, Design Strategy, Competitors Analysis, Branding Research, Style Guide

TOOLS AND SOFTWARE

Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe InDesign, Adobe After Effects, Adobe Premier, Figma, Balsamiq Mockups, InVision App, Unbounce, Bootstrap, Wordpress, PhpStorm, Miro, JIRA, HTML5, CSS, LESS, SASS

WORK EXPERIENCE

UPWORK, Freelance Designer (Part time)
November 2015 – Present

Independent contracts and projects including UI Design, UX Design, Web Design, Graphic Design and Brand Development.

- Branding, logo creation, concept development, social media graphics and management, creation of icon sets, promotional products, SEO and marketing consultation.
- Customized illustrations (raster and vector based) and custom t-shirt design.
- Editorial design projects, including infographics, booklets, posters and trifolds.
- Web design projects, including UX/UI consultation, rapid prototyping, wireframes, low/medium/high fidelity mock-ups.

UPWORK, Freelance Designer (Part time) (Cont.)

- Product design projects, including rapid prototyping, online user testing, brand development, medium and high-fidelity mock-ups.

Skills: Graphic Design, Brand Development, Social Media, SEO, UI Design, UX Design, Web Design, and Information Architecture.

Tools: Adobe Creative Suite, Figma, Balsamiq Mockups , Miro and Invision.

REAL ESTATE WEBMASTERS, Web Designer
October 2018 - November 2020 (2 yrs 2 mos)

- Front end customizations to client's websites.
- Rapid prototyping, wireframes and medium and high-fidelity mock-ups for clients' websites, core products and corporate website.
- Leading the implementation and documentation of the best accessibility practices for new and existing products (website templates) and clients' websites.
- Training designers, developers, quality assurance team, sales team, and customer success team on the latest accessibility practices for web (WCAG 2.0).
- Corporate website redesign. Including image editing, information architecture, wireframes, high fidelity mock-ups, front-end development, and maintenance; as well as, integrating customizations to improve the layout, flow and usability of the corporate website.
- Designing corporate marketing social media graphics, print deliverables and promotional products.

Skills: Front-end Development, UI Design, UX Design and Accessibility - WCAG 2.0.

Tools: Adobe Creative Cloud, JIRA, HTML5, LESS, SASS, Balsamiq Mockups, Invision and PhpStorm.

PRIZM MEDIA-RXTOME, UX/UI Designer
November 2017 - June 2018 (8 mos)

- Creating user personas and user journey; rapid prototyping and creation of medium and high-fidelity mock-ups, to improve usability of the RxtoMe desktop app and RxtoMe Pharmacy Portal. Restructuring the information architecture and labeling of both products to follow a more user-centered approach.
- Defined the design standards, processes and protocols between the IT team and the marketing team. Designing corporate marketing social media graphics, print deliverables and promotional products.

PRIZM MEDIA-RXTOME, UX/UI Designer (Cont.)

- Actively participating in discussions about UI/UX and marketing strategies with the marketing team and the development team.
- Creating graphics, icons, illustrations and motion graphics for the marketing campaigns for RxtoMe and PrizmMedia.
- Creating wireframes, user flow, sitemap and high fidelity mockups for the redesign of the corporate website, including photo manipulation.

Skills: UI Design, UX Design, Information Architecture, Motion Graphics. Brand Development and Graphic Design.

Tools: Adobe Illustrator, Photoshop, XD, Balsamiq Mockups, Invision, Wordpress and Unbounce.

CARECRU INC., UI Designer (Contract Job)
October 2017 – November 2017 (2 mos)

- Collaborating with VP of Marketing and engineers to create a clean and elegant UI while maintaining an intuitive and concise UX.
- Conceptualizing ideas into an elegant interface.
- Designing UI mockups, site flows, wireframes, and high-fidelity prototypes.
- Actively participating in discussions, and decisions regarding best UI/UX practices.

Skills: UI Design, UX Design, Information Architecture.

Tools: Adobe Illustrator, Photoshop, XD and Invision.

TELUS, UX/UI Designer (Volunteer)
September 2017 – October 2017 (2 mos)

- Designing the interface for the Green Tracker App.
- Creating medium and high-fidelity mock-ups.
- Improving the usability of the app by creating a consistent and effective flow
- Synthesize the data for an effective user experience.

Skills: UI Design, UX Design, Information Architecture.

Tools: Adobe Illustrator, Photoshop, XD and Invision.

CRC RESEARCH INC, Facility Hostess
November 2016 - September 2017 (11 mos)

- Facilitating all the resources for the moderator to be able to run the focus groups
- Greeting and assisting the respondents for an efficient participation in the research.
- Organizing the information and videos.

MLABS SOLUTIONS, Visual Information Designer (Part time, Contract Job)
May 2016 - June 2017 (1 yr 2 mos)

- Improved the usability and navigation of the Fresh Meal Plan website by creating medium and high-fidelity wireframes.
- Actively participating in discussions with stakeholders, regarding User Interface and User Experience of the Fresh Meal Plan website.
- Developed branding strategies and created brochures and editorial pieces for subcontractors.
- Design booklets, icon sets, brand development and social media management for subcontractors. (Foresight Financial & SAFEWRX).

Skills: Graphic Design, Colour Theory, Typography, Social Media, Editorial Design, Brand Development, UI Design, UX Design and Information Architecture.
Tools: Adobe Illustrator, Photoshop, InDesign and Invision.

LIBRERIAS LA LEO, Graphic Designer
October 2014 – December 2015 (1 yr 3 mos)
- Created media graphics and banners for social media.
- Bookmark design and print deliverables for brand promotion.
- Custom illustration and typographic t-shirt design.

Skills: Graphic Design.
Tools: Adobe Illustrator, Photoshop, and InDesign.

SECRETARIA DE TURISMO DEL ESTADO DE OAXACA, Graphic Designer (Volunteer)
November 2013 – July 2014 (9 mos)
- Brand consulting for "Mexcalito".
- Redesign product labels, promotional and informative booklets.
- Product Photography.

Skills: Graphic Design, Photography.
Tools: Adobe Illustrator, Photoshop, and InDesign.

AVENIDA Q MEXICO, Digital Animator Designer (Contract Job)
September 2013 – October 2013 (9 mos)

- Digital Animation and Motion Graphics, creating short animations in 2D and 3D layers
- Digital illustrations, including character and background design

Skills: Motion Graphics.
Tools: Adobe Illustrator, Photoshop, and After Effects.

EDUCATION

W3CX, ONLINE LEARNING INITIATIVE OF WORLD WIDE WEB CONSORTIUM
September 2020 - Certificate
- WAI0.1x: Introduction to Web Accessibility

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY (Vancouver, B.C. Canada)
October 2016 - October 2017 - Certificate
- Graduated with distinction - New Media Design and Web Development

KANSAI GAIDAI UNIVERSITY (Hirakata, Osaka. Japan)
September 2011 - Oct 2012 – Student Exchange
- Asian Studies Program.

UNIVERSIDAD DE LAS AMERICAS PUEBLA (Cholula, Puebla. Mexico)
August 2008 – May 2013 – Bachelor's Degree
- Graduated *Cum Laude* (2013) – Visual Information Design (VID)
- Student Council Brand Designer (2010-2011) – UDLAP Student Council Team
- VID "Enlace" Student Council Treasurer (2010-2011) – UDLAP Student Council Team
- General Editor and Editorial Designer (2009-2010) – Cain Murray Monthly Gazette
- Won 1st Place, Full Scholarship (2008) – Academic Scholarship Contest of Arts and Social Studies