

# Daniel Idarraga

UI VISUAL DESIGNER



Hey there! I have about seven years working in different areas of design such as graphic design, editorial design, logo design and interface design doing different projects such as wireframing, websites, landing pages, iOS applications and I have also knowledge in HTML, CSS and Webflow.

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Boston, MA

## WORK EXPERIENCE

### UI Designer / Freelance

NOV 2021 PRESENT / PART-TIME, REMOTE (BOSTON)

Currently I am focused on conceptualization, wireframing of mobile applications, landing pages, mock-ups, Prototypes, User journeys, Style guides, Color palettes, Icon libraries robust websites and logo design for different types of industry prioritizing usability and good design.

### UI Designer / Onward Development

JULY 2019 NOV 2021 / FULL-TIME, REMOTE (GAINSVILLE)

- Led and executed the visual design and production of 15 mobile and web applications.
- Created wireframes and functional specification documents for web/mobile apps for clients in the medical industry.
- Carried out the production of UI designs by communicating requirements to in-house software developers.
- Lo-Fi to Hi-Fi prototypes, Sketch wireframes, and make iterations based on user feedback. Define interaction patterns, the look, and feel of the interface.
- Consulted with management on the most appropriate graphic design options based on their overall marketing goals.
- Constructed a detailed sitemap and content breakdown to organize the information architecture and design content.
- Created visual style guide and designed high-fidelity prototypes.
- Designed numerous marketing materials (logos, brochures, presentations, and advertisements) and guaranteed that they meet the expectations of our customers.

### Visual Designer / Go Graphics Inc.

FEB 2016 JUNE 2019 / FULL-TIME, REMOTE (TAMPA)

- Create designs from scratch, provide direction for user experience practice and maintain consistency of visual design, create cross-application Style Guides for multiple solutions.
- Responsible to produce a broad brand of images like logos, and icons, redrawing complex images for both prepress & web, image color Adjustment, and cover.
- Proficient in most commonly used computer design applications, able to communicate exceedingly well with clients and meet deadlines.
- Created banners, landing pages, and business promotional designs, translate complex information into simple designs with logical interfaces and navigation.

## SKILLS

### Software

Figma  
Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
Adobe Premiere  
Adobe Indesign

### Hard Skills

Wireframing  
UI Design  
Prototyping  
Web Design  
Responsive Design  
Design Thinking  
HTML-CSS  
Branding  
Design Systems  
SCRUM

### Hard Skills

Team-player  
Passionate  
High work ethic  
Flexible  
Curious  
Problem-Solving

### Languages

Spanish (Native)  
English (A2-B1)

### Education

Acamica (By Globant)  
Remote, 2020  
UI/UX Design Certificate

ESDITEC  
Colombia, 2011-2013  
Advertising & Graphic Design  
Associate Degree