Daniel Ruiz

UI/UX DESIGNER

🔗 **www.designsdr.com**
📞 (714) 683-7539
✉ contact@designsdr.com
🏠 Buena Park, CA

Education

California State University, Fullerton
BFA Graphic & Interactive Design
September 2017 - May 2020 (Fullerton, CA)

Experience

Founder & Creative Director
www.riffycp.com
December 2009 – July 2014
- Average 10,000 unique visits a day during peak season.
- Successfully exceeded over 10 million visitor hits since launching back in 2009.
- Produced several viral YouTube videos that had over 40,000+ views.

Freelance Designer
www.designsdr.com
December 2009 – Present
- Collaborated with over 100+ clients independently as a designer.
- Designed & built multiple responsive websites.

Graphic Design Intern at Petrol Advertising
www.petrolad.com
May 2016 – August 2016
- Assisted the entire creative team with a range of print, web and in-game projects.
- Artwork was selected and published for the UFC 200 McGregor vs Diaz event.

Head Graphic Designer / Production Manager
Superior Signs and Graphics
September 2017 – May 2022
- Designed and prepared printable graphics for over 200+ clients.
- Collaborated and completed projects for high-end companies (Amazon, Boys & Girls Club, Holiday Inn, Cal State Fullerton, NVA, Dnata, CDPH and more.)
- Coordinated and supervised our production team to minimize error and ensure deadlines were met. Productivity increased by 35% and the error rate was minimized from 25% to 5%.

Projects

Hops Brewery App
UI/UX Design (May 2020)
- Conducted User Research
- Interaction Design
- Wireframe Production
- Prototyping
- User Testing

E-Commerce UI Kit
UI Design (December 2019)
- Type & Color Study
- Interaction Design
- Wireframe Production
- Designed with a standard for visually impaired, people with colorblindness, and people with learning disabilities relating to processing written words.

Apple AirTag Wallet Case
UX Design (January 2022)
- Conducted User Research
- Product Design
- Prototyping
- User Testing
- Sold over 1000+ units

Skills

- User Research
- Product Design
- Prototyping
- UI/UX Design
- Branding + Identity
- Interaction Design
- Team Oriented
- Leadership

Technical Skills

- Adobe Suite
- ONYX RIP
- HTML/CSS
- Photography
- HP Latex 800W
- VCarve
- Wordpress
- Microsoft Office