

CORE

Specializing in mobile and web applications with strengths in user-centric experience design and visual/technical skills. Key contributor to multiple large scale products with millions of users, leading products from conception through live ops.v

COMPETENCIES

- UX/UI Design - Mobile & Web
- Wireframing
- User flows
- Information Architecture
- Prototyping
- User Testing
- Adobe Creative
- Photoshop
- Illustrator
- After Effects
- Maya
- 3dsMax
- Substance Painter, Designer
- Scaleform
- Unity3D
- Unreal Engine
- Flash
- Pixate
- xHTML. CSS
- jQuery
- JavaScript

WORK EXPERIENCE

Jun 2021 - Present

Lead UX Designer XR/VR
Los Angeles CA



As a Lead UX/UI Designer at Osso VR I working on Virtual training experiences that accelerate learning and drive adoption.

Some of my duties included:

- Creation of Flows and UX experiential journeys that would ratify and validate the product's viability
- Determine the product's value and analyze it's various risks to help drive overall development priorities.
- Work across Engineering, Product and artists to create and implement Virtual production tools
- Define User Stories and Acceptance Criteria that clearly outline curriculums as well as steps of procedures
- Creation of prototypes in 2D, 3D and VR for evaluation of product and outline the product viability.
- Assist with documenting of both tools and workflows and help evaluate their success with customers.
- Create , design and prototype UX/UI mockups, wireframes and interactions related to VR production.

March 2019 - Jun 2021

UX/VR/AR Art Director
Los Angeles CA



As a Lead UX/UI Art Director I have worked in the creation of VR tools used for the filming of Disney the Lion King as well as VR implementation of such tools in Unreal Engine Vr productions tools. Also work heavily in Art and UX/UI for Expo2020 Dubai as well as nasa Tools using volumetric Video for research

Some of my dutoes duties included:

- Creation of Flows and UX experiential journeys that would ratify and validate the product's viability
- Determine the product's value and analyze it's various risks to help drive overall development priorities.
- Work across Engineering, video FX post production and artists to create and implement Virtual production tools
- Define User Stories and Acceptance Criteria that clearly outline the problems for film as well as Expo 2020 Dubai
- Creation of prototypes in 2D, 3D and VR for evaluation of product and outline the product viability.
- Assist with documenting of both tools and workflows and help evaluate their success with customers.
- Product design and prototype plugins related to Post Production tools and workflows.
- Create , design and prototype UX/UI mockups, wireframes and interactions related to AR/VR production.

March 2018 - February 2019

Lead UX/VR/AR Designer
San Mateo, CA



As Lead UX & product Designer I worked in the creation of an AR Holographic and Volumetric Experience. As part of the team I collaborated in the development of tools and flow for web, mobile and physical camera stages necessary for the formation of Volumetric AR Experiences of humans

As Lead UX Designer at Jaunt, my duties included:

- Creation of Flows and UX experiential journeys that would ratify and validate the product's viability
- Determine the product's value and analyze it's various risks to help drive overall development priorities.
- Work across Engineering, video FX post production and artists to create a cohesive AR Experience
- Define User Stories and Acceptance Criteria that clearly outline the problem we are trying to solve and how we effectively show that we've solved it.
- Creation of prototypes in 2D, 3D and VR for evaluation of product and outline the product viability.
- Assist with documenting of both tools and workflows and help evaluate their success with customers.
- Product design and prototype plugins related to Post Production tools and workflows.
- Create , design and prototype UX/UI mockups, wireframes and interactions related to AR production.

February 2017 - March 2018

Lead UX/VR/AR Designer
Mountain View, CA



As Lead UX Designer I work across our varied groups to ensure we share a common vision for the development of tools that enable the next wave of Cinema and VR production using Light Field technology.

As Lead UX Designer at Lytro, my duties include:

- Determine the product's value and analyze it's various risks to help drive overall development priorities.
- Work across Engineering, video FX post production and business teams to create long term road maps and help drive the short term milestone goals.
- Define User Stories and Acceptance Criteria that clearly outline the problem we are trying to solve and how we effectively show that we've solved it.
- Creation of prototypes in 2D, 3D and VR for evaluation of product and outline the product viability.
- Assist with documenting of both tools and workflows and help evaluate their success with customers.
- Product design and prototype plugins related to Post Production tools and workflows.
- Create , design and prototype UX/UI mockups, wireframes and interactions related to Light Field integration with Game Engines.
- Review feature documentation and translate them into user flows, wireframes, and prototypes. Create high-quality visuals that are aligned with Lytro and the industry and deliver-work with engineers to integrate them. Improved the production pipeline by identifying the needs of the UI and Engineering team as well as that of the other disciplines.

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- Unreal Engine
- Flash
- Pixate
- xHTML. CSS
- jQuery
- JavaScript

WORK EXPERIENCE

January 2016
-
February 2017

Lead UX/VR/AR Designer
San Jose, CA

Manage a team of four UX/UI designers and six engineers. Lead large VR products that require road-mapping, precise scoping, and prioritization in order to deliver under tight deadlines. Create innovative, immersive, and holistic experiences for Mixed VR target audience. Review feature documentation and translate them into user flows, wireframes, and prototypes. Create high-quality visuals that are aligned with uSens and the industry and deliver-work with engineers to integrate them. Improved the production pipeline by identifying the needs of the UI and Engineering team as well as that of the other disciplines.

Selected Accomplishments:

Continuously identified strategies to evolve and advance visual style and usability. Consistently improved output and quality by reviewing team workflow. Strengthened the UI team by providing ownership and responsibility, improving UI pipeline with engineers, and consolidating knowledge through documentation. Championed a VR Inside-out mobile-first approach for HMD VR support to seamlessly translate experiences to mobile.



January 2015
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January 2016

Senior UX Designer
Palo Alto, CA

Designed user interfaces and information architecture using complex design techniques including observational studies, customer interviews and usability testing. Produced user requirement specifications, personas, storyboards, scenarios, flowcharts, design prototypes and design specifications. Presented research findings, conceptual ideas, detailed design and rationale to key stakeholders. Worked on Marvel Secret Wars based on Unity3D for mobile platforms. Collaborated with development teams on implementing design specifications to ensure a quality design and experience throughout the development process.

Selected Accomplishments:

Successfully adapted new product to cater to an untapped target audience while leveraging existing company and industry usability and UX standards. Significantly improved the product's monetization flows by identifying data provided by the monetization team.



April 2014
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January 2015

Senior UX Designer
San Francisco, CA

Design user interfaces and information architecture using complex design techniques including observational studies, customer interviews and usability testing. Produce user requirement specifications, personas, storyboards, scenarios, flowcharts, design prototypes and design specifications. Presented research findings, conceptual ideas, detailed design and rationale to key stakeholders. Trained employees on Unity3D for mobile development of RockYou games on design software and introduced new training and game design techniques that increased efficiency. Collaborate with development teams on implementing design specifications to ensure a quality design and experience throughout the development process.



April 2014
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January 2012

Senior UX Designer
Palo Alto, CA

Coordinated and conducted user requirements analysis, task analysis, conceptual modeling, information architecture design, interaction design, and guerilla usability testing for Disney Interactive games for on line and mobile applications. Designed user interfaces and information architecture using complex design techniques including observational studies, customer interviews and usability testing. Produced user requirement specifications, personas, storyboards, scenarios, flowcharts, design prototypes and design specifications. Presented research findings, conceptual ideas, detailed design and rationale to key stakeholders. Trained over twenty employees on design software and introduced new training and game design techniques that increased efficiency. Introduced a new way of developing and coding UI and layouts for the Animal Kingdom Explorers game in Facebook. Collaborated with development teams on implementing design specifications to ensure a quality design and experience throughout the development process.



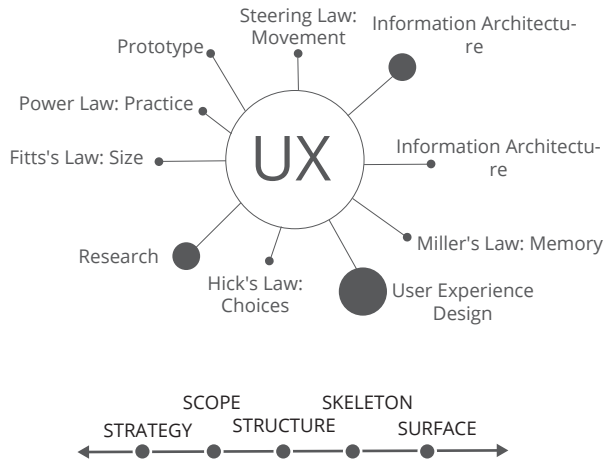
January 2007
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December 2011

Art Director/Senior UX Designer
Fort Lauderdale, FL

Designed and produced visual presentations for CBSsports.com in the areas of media communication, Fantasy Products, and Sports Articles. Worked on NCAA® March Madness on Demand® video player which generated over 200 million viewers. Supervised a team of graphic designers and ensured completed work reflected the project objectives and branding of CBSsports.com. Oversaw CBSsports.com redesigns project as lead designer which included creating concepts, interactive layouts and development, usability and cohere of content and marketing efforts. Worked with the Creative and Technology directors on the coordination of on premise and off-premise sales and marketing efforts.



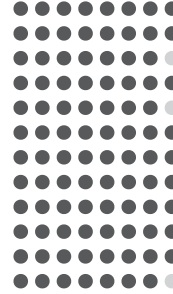
MY UX DESIGN PROCESS



DESIGN SKILLS

01 Computer

Adobe Creative Suite
Adobe After Effects
Adobe XD for UX
Autodesk Maya
Autodesk Stingray
Autodesk 3dsMax
Unity3D
Unreal Engine
Autodesk Fusion 360
Substance Designer
Substance Painter
Unfold3D



02 Knowledge

Grid & Layout.
Interface design
Color theory knowledge.
Image editing.
Web usability.
Interface Design.
Google Analytics & SEO.
User Experience Design
Information Architecture
UX Research
VR/AR & Mixed VR
Visual Design
3D Modeling
3D Animation

LANGUAGE SKILLS



EDUCATION



Masters In Busines Entertainment
Full Sail University
Orlando, FL
2011 - 2012



Bachelors BusinesAdministration
Nova Southeastern University
Fort Lauderdale, FL
1995 - 998



Maya Instructor
First Latin American Maya certified Instructor from Autodesk
Toronto, CA
2001

