



Dario Rojas

UX Designer

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ABOUT ME

“ I'm a UX Designer with over 8 years of experience in Graphic Design and a bachelor's degree in Psychology. I've always had a genuine desire to collaborate with artists, designers, and developers to fulfill the user's needs, always listening to their feedback and making iterations to my designs. I find motivation by meeting my deadlines ahead of time and making sure my team meets their targets as well, always with a keen focus on our user's needs. ”

EDUCATION

- 2022
UX DESIGN PROFESSIONAL CERTIFICATE
GOOGLE
- 2016
CERTIFICATION IN MARKETING, COMMUNICATIONS AND DESIGN
GRAPHIC CENTER OF TECHNOLOGY
- 2012 - 2013
CERTIFICATION IN CROSS MEDIA DIGITAL DESIGN
DR. GRAPHIC VISUAL COMMUNICATIONS INSTITUTE
- 2007 - 2012
BACHELORS IN CLINICAL PSYCHOLOGY
ARTURO MICHELENA UNIVERSITY, VENEZUELA

LANGUAGES

- ENGLISH
- SPANISH
- ITALIAN

EXPERIENCE

- MAY 2022 - PRESENT
INFORMA MARKETS
Graphic Designer
 - As the only designer in the office my job consists in collaborate with stakeholders and managers to produce digital material for events produced by the company across South Florida.
 - Constant production of mockups for our clients to ensure better accessibility for the end users to have a better experience in the events
 - Constant iterations and revision on the website's design for improvement after receiving feedback from stakeholders.
- APRIL 2017 – MAY 2022
TNG CONSOLIDATED, INC
Lead Artist
 - Leading brainstorming sessions with designers, management and stakeholders to improve the company's visual identity and scope the artist's deliverables
 - Constantly iterating on mockups based on feedback from end user's
 - Digital collaboration with other artists to meet best practices and sales targets
 - Conducted research on our user's platforms to create high-fidelity mockups for the final products that were requested
 - Establish standards for designers by developing tests for new hires and selecting new designers to join the team
 - Produce designs that regularly exceed sales targets and outperform colleagues in terms of sales
- SEPTEMBER 2016 – FEBRUARY 2017
QUANTUM MEDIA MARKETING
Freelance Graphic Designer
 - Develop and create social media assets for leading US brands to increase their user's engagement
 - Brainstormed and crafted mockups with stakeholders, designers and editors to improve our clients social media presence.
 - Create eye-catching images with motivating slogans using typography illustration to boost target social media audiences and drive sales for a diverse range of commercial clients
 - Apply user-focused design to execute digital marketing campaigns.
- JANUARY 2014 – DECEMBER 2014
FEVIPAN, C.A.
Layout Designer
 - Collaborated with stakeholders and journalist to develop high-quality designs for magazine articles
 - Develop design solutions to improve user's experience with the final product
 - Communicate effectively with management to deliver desired designs for magazine and iterate on journalists' design concepts
 - Improve and modernize magazine's visual identity and brand
- APRIL 2013 – JANUARY 2014
PINVENCA, C.A.
Freelance Graphic Designer
 - Responsible for leading marketing campaigns for various Venezuelan paint retailers
 - Collaborated with stakeholders to create billboards, posters, catalogs, brochures and all media advertising materials for customers.
 - Applied design thinking to scope out deliverables and boost sales focusing on user's feedback and doing iterations to our designs
 - Enhance retailers' advertising, marketing, brand management, corporate identity, and social media communication

TOOLS

- FIGMA
- ADOBE XD
- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- ADOBE INDESIGN
- ADOBE PREMIERE PRO

SKILLS

- USER RESEARCH
- BUILDING PERSONAS
- USABILITY TESTING
- WIREFRAMING
- LOW TO HI-FI PROTOTYPING