


Passionate UX designer who creates intuitive interfaces for iOS, Android and Web. Focus on visual and interaction, Seeks to create experiences that transcend digital screens.

 ri.penaloz@gmail.com

 613-501-7363

 www.rozypenaloz.com

 rozypenaloz

DESIGN SKILLS

Collaboration

Able to work well in collaborative environments.

Conceptualization

Can assess and define stakeholder needs, distill user research data and use creative problem solving skills to create functional solutions.

Sketching

Translates concepts by using storyboards, sketching intuitive interfaces, and using paper prototypes to demonstrate interactions.

Wireframes and Mockups

Converts wireframes into beautiful and usable high fidelity designs, iterating based on feedback. Strongly proficient in Adobe Illustrator and Photoshop.

Usable and Aesthetic Design

Strives to create pixel-perfect designs that are visually pleasing and easy-to-use.

Prototyping

Able to build prototypes for user testing and development, using tools like UXpin, Adobe XD, Xcode, Proto.io, and Invision.

Coding the Web

Highly proficient in HTML5, and CSS3. Intermediate knowledge of JS and jQuery. Basic PHP skills.

Brand Identity Design

Able to design logos that reflect brand identity, and work with styleguides.

Presentation and feedback

Comfortable presenting ideas and defending design decisions, while being open to feedback. Excellent writing and interpersonal communication skills.

EDUCATION

Multimedia Design & Development

Humber College, Toronto ON

Ontario College Diploma - Graduated with Honours

05/2017

B.A. Communication Studies

Carleton University, Ottawa ON

7.5 Credits

04/2012

SOFTWARE

Illustrator

Photoshop

Dreamweaver

Muse

After Effects

Premier Pro

UX Pin

Proto.io

WordPress

Xcode

Invision

LANGUAGES

English - Fluent

Spanish - Fluent

OTHER COURSES

Content Strategy for Professionals I, & II

Content Strategy

Specilization - *Northwestern University, Evanston, Illinois*

What is Social?

Social Media Marketing

Specilization - *Northwestern University, Evanston, Illinois*

INTERESTS

Photography

Self Learning

AWARDS


Lybra App

Best Tablet Design Award

Humber Multimedia Design & Development

2017 Showcase

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WORK EXPERIENCE

Web Design Intern

10/2016 - 05/2017

Applied Research and Innovation (ARI) at Humber College, Toronto, ON

Redesigned ARI website. Scope of work included sketching, creating comps, prototyping and responsive design.

Web Designer

09/2014 - 09/2015

NewU DaySpa (now Byblos Sante), Ottawa, ON

Edited content and worked in a team to develop spa website using a Wordpress theme. Duties included graphic design, content management and web design.

Web Designer

06/2014 - 012/2014

VUSI Sustainable Decor, Ottawa ON

Created logo, business cards, and promotional graphic material for this Ottawa start-up. Scope of work included graphic design, content editing, copywriting and working in a team to design and develop wordpress website based on template.

Shift Manager

01/2012 - 07/2015

Soul Restaurants Canada, Ottawa ON

Responsible for overseeing daily restaurant operation. Duties included supervising team members, managing product quality, safety and banking. Active role in client relations. Completed leadership course offered by the company.

Assistant, Consular Secretary

05/2009 - 09/2011

Embassy of Panama, Ottawa ON

Duties included managing the agenda of the Head of Mission, reception duties, document translation, processing and authenticating client documents and issuing diplomatic and tourist visas.

COLLABORATIVE WORK

UX Designer

04/2017

Lybra App Project - Multimedia Design & Development, Humber College

Worked with team to design a comparative news app for iOS Tablet. Work included market research, concept sketching, wireframing, iterations, prototyping, presenting concepts, video and sound editing.

UX Designer

04/2016

Mercury Email Management App Project - Multimedia Design & Development, Humber College

Worked with team to design an email management app for Android. Work included market research, concept sketching, wireframing, iterations, and prototyping.

VOLUNTEER WORK

Event Planner, Culture Executive

09/2008-04/2011

Humanitarian Organization of Latin American Students (H.O.L.A.S.) Carleton University, Ottawa ON

Led organization of fundraisers, raising up to \$7000/event. Assisted in organization of various cultural events.