

Ricardo Guzmán

UX/UI Designer

 hello@alfodesign.com

 alfodesign.com

 Boston, Remote

Experience

UX/UI Designer



Jan 2018 - Present

Designing new user experiences for landing and category pages.

For these, I also art directed the photoshoots—working with a photographer and stylist.

With the launch of TRU RED, I was part of the design team that developed the branding. After weeks of hard work, **the design I worked on with my team, got chosen to be published on all retail stores, events, packaging, and different types of media ads.**

Re-worked the whole process in which we release all images for the staples.com website. **Decreasing the hours spent on them by more than 50%.**

Lead Designer



Dec 2014 - Nov 2017

Heavily involved in every step of each project. **I was responsible for ensuring the client's website had a good user experience, usually involved in improving the current design or completely starting over.** I also had the opportunity to work on various projects like brand campaigns, magazine ads, billboards, emails, photoshoots, print menus, and coffee, lots of coffee.

Reorganized and established a new file structure for employees to follow; this includes a manual with detailed instructions and diagrams.

Junior Designer

Clockwork Design Group

June 2014

I helped the team reduce the production work, designed brochures, print work, and provided website design concepts.

Web Designer

Rincon Boricua

May 2013 - Nov 2015

Designed/developed their website from scratch. Art directed the photoshoots for all their foods that would be placed on their menus and social media.

Owner

AlfoDesign

July 2010 - Present

Proud owner of my side hustle. **Consulting, designing, prototyping and hosting websites/apps** on my VPS with DigitalOcean.

Skills & Tools

Design

Sketch

Figma

Adobe XD

Photoshop

Illustrator

Development

HTML

SCSS/CSS

Invision

Webflow

Javascript

Language

English

Spanish