

# Edwin Zamorano

Product Designer

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## Experience

### HitRecord - Product Designer II

April 2019 - Present

Lead designer on Android and iOS platforms.

Full product development process, from research to shipment.

Hosted usability tests, while making design decisions based on qualitative and quantitative data.

Established design teams initial design library, migrated team into Figma's infrastructure.

### Steelhouse - Product Designer

Jan 2019 - May 2020

Created modular, grid-based, design system by identifying where the designs would break in regards to scale, layout, and overall cohesion, while setting design best practices for the organization.

### Steelhouse - Sr. Interactive Designer

May 2016 - Dec 2019

Designer for the product marketing platform team, from user flows to full design of mobile and desktop websites/microsites.

Prototyped for A/B testing and interactions based on user data.

Lead research on competitive analysis for brand/site overhaul

### Edlio - UI Designer

May 2016 - Nov 2018

Responsible for designing desktop and mobile websites for the educational sector, while using design thinking methods to validate and ship products. Designed the interface for Backpack, a portal to make the process of purchasing school supplies easier for parents.

### And Company - UI Designer

Dec 2013 - Aug 2014

Designed digital interactive experiences geared toward the entertainment industry, clients included HBO, SyFy, Paramount, FX

### SelectNY - Jr Art Director

March 2011 - Dec 2013

Design/Art Direction of print and web materials for Procter & Gamble's North American market. Including Packaging, Marketing collateral, web, and mobile UI for multiple brands.

## Education

### The Art Institute of CA-LA

Bachelor of Science

Graphic Design

## Skills

### Design:

Figma, Sketch

### Design Management:

Abstract, Zeplin

### Prototype:

Invision Studio, Marvel, Framer, Protopie, After Effects

### Research:

Usability Testing, A/B testing, Competitor Analysis, User Personas