

# KARLA J. RUIZ

## UX + DESIGN

(213) 344-8837

karla.joselly@gmail.com

karlajoselly.com

## WORK EXPERIENCE

### Senior Print & Web Designer

Exhibit-E/Dan Miller Design | 8/2018-Present

Work within specific project briefs, and within their web platform to create elegant usable web interfaces and optimize designs for usability, accessibility, and browser/device compatibility using HTML, CSS, and JavaScript. All websites that were designed follow the accessibility web standards and educate clients about what they need to do to assure that their content is accessible.

### Junior Designer

Who's There Group | 2/2017-8/2018

Designed multi-page printed pieces using InDesign to create an array of different products that required strong type skills, layout design, and an eye for detail. Created style guides for the current signature products to increase efficiency when designing the new products within the series. Developed innovative design proposals for different products in a timely manner.

### Content Development Specialist

LAPD Professional Peace Officers Association | 2014-2019

Developed and maintained web content for the main website and design websites for the union partnership organization and forms using Dreamweaver CC and WordPress. Contributed content for social media strategies, development and provide videography/photography services at events

### Multimedia Specialist

Hillcrest Retirement Community | 10/2016-01/2017

Conducted training sessions to professional staff on how to use WordPress, to update content and also on optimal use of multimedia resources to improve their website responsiveness. Assisted in expanding search engine optimization strategies of their current website

### Multimedia Teaching Assistant

University of La Verne, Communications Department | 2015-2016

Assisted a group of 20-30 students with the principle foundations of web design and development using Dreamweaver and solve any troubleshooting throughout class. Lead class lectures on HTML and CSS by providing class materials and going through interactive step by step labs.

### Resident Assistant

University of La Verne Housing & Residential Life | 2015-2016

Developed a positive living environment designed to link community, faculty, and residents, often resolving conflict.

## TOOLS

WAVE /WebAIM

Silktide

Access Assistant

Adobe Acrobat

Google Audits

XD

Photoshop

Illustrator

InDesign

HTML5 & CSS

JavaScript

PHP & MySQL

Spanish

## EDUCATION

### M.S., Integrated Digital Media UX + UI & Assistive Technology

New York University,  
Tandon School of Engineering  
Brooklyn, NY  
May 2020

### B.S., Computer Science Emphasis: Internet Programming

University of La Verne  
La Verne, CA  
January 2017

### B.S., Communications Emphasis: Multimedia Design

University of La Verne  
La Verne, CA  
January 2017

## VOLUNTEER EXPERIENCE

### Digital Accessibility Expert

Adaptive Design Association  
10/2019-Present

### Public Relations Advisor

Iota Delta Sorority  
8/2020-Present

### Achilles International Volunteer

New York Cares  
10/2019

## REFERENCES

### Amy Hurst

New York University  
Director, NYU Ability Project  
amyhurst@nyu.edu

### Tamara Morgan

Adaptive Design Association  
Community Partnerships Coordinator  
Tamara@adaptivedesign.org  
(212) 904-1200