

Contact Info

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- 🌐 **Portfolio:** www.erickbrito.com

EDUCATION

UX Design Certification

2020

UX Academy / Designlab

Bachelor of Science in Advertising, minor in Marketing

2014

Florida International University

SKILLS

- User-Centered Design
- UI/UX Design
- Visual Design
- User Research & Usability Testing
- Journey Mapping
- Data Synthesis
- User & Task Flows
- Branding & Identity
- Wireframes & Prototypes
- Responsive Design
- Video Editing

TOOLS

- Adobe Creative Suite
- Sketch
- Figma
- Webflow
- InVision
- Final Cut Pro

LANGUAGES

- English (fluent)
- Spanish (native)

ERICK BRITO

User Experience Designer & Marketing Specialist

PROFESSIONAL PROFILE

Self-taught designer with over 10 years of experience. I'm passionate about creating simple, original, and impactful user experiences that leave a positive impact on people. I focus on crafting solutions and positive experiences that connect business goals to users' needs.

EXPERIENCE

Freelance UX Designer

June 2020 - Present

- Consult with stakeholders to review current products and provide design solutions to solve user needs and business challenges

Interactive Design Manager

Netsertive | May 2019 - February 2020

- Directed the creative design team, producing digital ads for various ad formats (Video, Display, Rich Media), internal marketing, and sales enablement materials
- Provided coaching, mentoring, career pathing to Campaign Managers and Designers

Brand Specialist

Netsertive | October 2018 - May 2019

- Supported the creation of digital, print and video assets for the use of the company
- Upheld brand standards in the company, ensure consistency and brand continuity

Marketing Design Manager

Anutra Medical | August 2017 - October 2018

- Oversaw the overall marketing drive, initiatives, and landing page improvements, that effectively increased the clickthrough rates by 40%
- Designed innovative marketing campaigns, significantly advancing revenue growth
- Lead digital campaigns from distribution, content, design, planning, and execution
- Earned 15+ famed awards in product innovation, design, and user choice awards

Marketing Specialist

Anutra Medical | November 2015 - August 2017

- Primary responsible for creating blog and social media contents to drive web traffic
- Evaluated market trends, campaign results, conversion rates, and traffic across multiple dimensions, generated reports to drive optimization and ensure ROI

Advertising and Marketing Designer

Triangle Business Journal | April 2015 - November 2015

- Formulated marketing and advertising campaigns, such as print and digital ads, PowerPoint delivery, flyers, email newsletters, etc. from concept to execution
- Headed the design structure for the sales team to advance advertising revenue

Assistant Art Director and Media Producer

Latin Mission Ministries | January 2010 - February 2015

- Created print collateral and digital assets such as posters, social media content, etc.
- Reined television shows and promotional videos, and devised marketing concepts
- Diligently managed audio/video editing and video production