UI & Visual Designer

David Meléndez

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Contact Info

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Profile

I'm a user interface and visual designer based in Costa Rica with a track in collaborating with user and customer experience teams implementing usability practices to deliverable and functional creatives for multiple platforms and different channels with the main goal of improving conversion rates and adding brand value. I'm focused on details and enjoy finding the answer to something which is perhaps not immediately obvious.

Education

Universidad de las Ciencias y el Arte de Costa Rica
Bachelors in graphic design

Languages

Spanish
English

Certifications

Brainstation Academy
Introduction to HTML5 and CSS3 – 2015

Google Academy
Mobile Sites Certification – 2019

Google Academy for Ads
Google Web Designer Basic Certification – 2017

Academia Digital La 404
UX Design Thinking workshop – 2014

LinkedIn Learning
Programming Foundations: Fundamentals – 2018
Origami Studio for UX Design – 2018
Blender: Hard Surface Modeling – 2018
Blender 2.8 UV Mapping – 2020
Accessibility for Web Design – 2020
Learning Webflow – 2020

#100Devs Coding Bootcamp (in progress)
Become a Software Engineer

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Experience

Grupo Gente • **UI Senior Designer** • April 2021 to September 2022

Created, implemented and maintained a design system for the Pei app (fintech). Created an icon library for the company that supported multiple digital products and branding implementations. Supported the UX team with the redesign of the Multimoney app.

Creative Drive • **UI Design Lead** • June 2016 to February 2021

Created UI visuals for Kohl's e-commerce app, web and non conventional experiences ready for development handoff. Modernized their Shopping Cart and Checkout experiences for 2021 release. Interviewed and onboarded new designers from all levels of expertise. Explored innovation projects for division pitches. Maintained constant communication with Kohl's art division for approvals.

Wolvesmade Digital • **Freelance Designer** • January 2017 to August 2019

Created the brand web identity from scratch. Supported on a variety of UI projects. Mostly websites and apps.

Lionbridge • **Senior Designer** • August 2013 to June 2016

Created responsive websites, apps, social media content and OLA material.
Maintained constant communication with dev teams for proper handoffs.

Tools

Figma	Invision	Lottie
Sketch	Abstract	Webflow
Photoshop	Blender 3D	Trello
Illustrator	Ableton	Basecamp
Adobe XD	VS Code	Jira
Zeplin	Analytics	

Technical skills

Design Libraries	Prototyping
Icon Libraries	HTML and CSS
Design Systems	Aptitude for learning
Wireframing	Sound design