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# Ramon Lechuga

## UX/UI Designer & Developer

Motivated and strategic designer with front-end developer skills focused on creating optimal user experiences. A background in branding and identity, print collateral, signage, wayfinding, and map design. These skills have been cultivated under deadline-driven environments dedicated to empowering users and innovative marketing strategies and campaigns.

### Experience

#### UX/UI Designer

#### Logical Media Group

UX Designer for marketing agency

- Lead team in creating solutions for complex site redesigns for several industry-leading clients.
- Generate sitemaps, high fidelity mockups, mood boards, concept sketching, wireframes, information architecture, user flows, prototypes, and visual brand.
- Project management; present to clients and key stakeholders, set and keep deadlines.
- Collaborate closely with team that includes Project managers, Developers, and SEO specialists.

#### Digital Designer

#### TOMY International

Digital Designer for cross-functional design services team

- Designed, developed, and implemented webpages, graphics, email and social media for a range of licensed products that included; Disney-Pixar, Pokemon, Nintendo, John Deere, Sonic and others.
- Maintained and updated web pages across global locales in coordination with international teams.
- Created sketches, wireframes, and high fidelity mock-ups for dozens of in-house brands.
- Worked with marketing team to administer user surveys, digital ethnography, and internal development panels.

#### Graphic Designer

#### Detour Community Maps/Entire Marketing Group LLC.

Lead Graphic Designer in Marketing and Creative Department

- Lead design on community maps for Chicago neighborhoods with over 60,000 produced and distributed.
- Supervised and guided intern design staff and freelancers.
- Collaborated with third-party agencies, marketing directors, and program managers on marketing campaigns.
- Led design on community maps for Chicago neighborhoods with over 60,000 produced and distributed.
- Oversaw design, development, and production of most materials with a creative team.

Jul 2019 - Present

Jun 2014 - Jul 2019

Nov 2011 - Jun 2014

May 2010 - Jun 2014

#### Designer & Printer

### Basil Clothing

Graphic Design and Screenprinting

- Created artwork, prepare screens, hand-print designs onto t-shirts and posters, product photography and editing
- Conducted market research and produce marketing materials and brand identity
- Established working relationships with wholesale and supply vendors
- Maintained online e-commerce site, social media for marketing and product communication
- Built screenprinting equipment; 4-color press and exposure unit

Aug 2009- May 2010

#### Product Design Intern

### Esperanza Health Center Chicago

- Collaborated in a team with other disciplines (business, marketing, engineering) to improve the patient medical experience
- Conducted quantitative and qualitative research; ethnography, medical staff interviews, patient surveys, and data collecting
- Developed a system of products that improved the clinic's involvement with the community and communication with it's patients

Aug 2006- July 2010

#### Education

### School of Art and Design, University of Illinois at Chicago

Bachelor of Fine Arts in Industrial Design

#### Skills

Sketch, InVision, Figma, Wordpress, Drupal, Bootstrap, WooCommerce, Adobe Creative Cloud: Illustrator, Photoshop, InDesign, Acrobat; 3D modeling Solidworks, Rhino, Sketchup; Knowledge of offset, silkscreen printing techniques. Basic illustration, photography and Web graphics. Logo design. Confident presentation skills. Strong conceptual, color, typography, organization and communication skills.

