

# RAGAN DE LA ROSA



Visual/UX Designer

Objective: To contribute my design skills and UX experience, to collaborate with a multidisciplinary team and come up with the best end-to-end product, adaptable across all platforms, and achieve the set business goal.



Phone: 973-534-5484

email: ragand@gmail.com

www.ragandelarosa.com

## Experience



### Visual/UX Designer (Oct'14 - Oct'15, Jul'15 - Jun'16)

- Worked closely with Senior UX on Audible's 'Whispersync for Voice' platform making sure the end-to-end customer experience was consistent on tablet and mobile platforms.
- Helped prepare dev assets for Android/iOS for Kindle's updated player/reader app.
- Assisted Senior UX in providing proper user journey for Audible membership and Audible retail experience for the Canadian and Indian marketplace.



### UI/UX Designer (Jan '15 - Jul '15)

- Worked closely with the Senior UX designer and developers in creating Amplify's reading app geared for children of grades K-3, along with a supplemental teaching app that tracks progress.
- Provided Visual UI, and aided in the overall UX for it's MVP launch.



### Graphic Designer (Apr '13 - Oct '13)

- Website redesigns and social media branding of several OTC brands (Clear Eyes, Fiber Choice, PediaCare). Designs included web, flash banners, and Twitter/Facebook cover photos and posts.



### Graphic Designer (May '12 - Apr '13)

- Contributed in the company's initial rebrand which included designing emails, newsletters, and landing pages.
- Helped in archiving pattern library for web banners.

## Skills/Languages

### Design

Adobe Creative Suite  
Sketch

### Prototyping

Flinto  
Pixate  
InVision

### Development (Knowledgeable)

HTML/CSS  
Sass

## Education

**BFA, Graphic Design,**  
Kean University (2011)

**AAS, Graphic Design,**  
County College Morris (2009)

**Certificate of Completion,**  
Kubert School of Cartooning and Design (2006)

**BS, Microbiology and Molecular Genetics,**  
**Minor, English**  
University of California, Los Angeles (2000)

## Education(Misc)

**UX Fundamentals**  
Noble Desktop NYC (2016)

**Front-End Web Development**  
General Assembly NYC (2013)