ELMORE **VILLANUEVA**
VISUAL DESIGNER

📞 818.742.7180

🖥 www.elmorevillanueva.com

✉ elmore.villanueva@yahoo.com

in Linkedin.com/in/elmorevillanueva

EDUCATION:

**CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
BA - GRAPHIC DESIGN**
2008 - 2013

SKILLS:

DESIGN:
Creative Direction
UI / UX
Interactive Design
Responsive Design
Product Design
Wireframing
Lo to Hi Fidelity Prototyping
Graphic Design
Motion Design

TOOLS:
Adobe Creative Cloud
Sketch
Invision
Marvel
ProtoPie
Zeplin
Microsoft Word
Powerpoint
Excel

RESEARCH:
Competitive Analysis
Usability Testing
Journey Maps
Personas
Storyboarding

EXPERIENCE

ERGO INTERACTIVE, SENIOR EXPERIENCE DESIGNER
New York, NY (2018 - Present)
- Lead visual/digital design on product, web, print, email marketing for American Express. Retain responsibilities of UX/UI lead with strong influence and mentorship.
- Led and design UX/UI for 'Mind Reader.' Prototyped high-fidelity mockups of flows that visualizes data and engagement. Product launched in Winter 2018.
- Launch and led design process for 'One Voice' email campaign. Produce and created concepts for American Express consumers. Campaign launched in Winter 2018.

CENTSAI, UX UI CONSULTANT (CONTRACTOR)
New York, NY (2018)
- Redesign the company's website be redefining navigation, information architecture, and content. Decreased page-abandonment rate by 13% and generate new leads with higher engagement.
- Researched, strategized, and launched UX improvements for 100+ content articles.
- Initiated content marketing by creating adverts and email campaigns, to gain additional content article views.

TTEC DIGITAL, SENIOR DESIGNER
New York, NY (2017 - 2018)
- Lead visual/digital design on product, web, print, video, and conceptual design for North America clients including JP Morgan Chase, Mastercard, Deloitte, Ford Motor Company, General Motors, Volkswagen etc.
- Form ideas for clients, flows and Learning & Performance programs.

AEG / AXS, SENIOR DESIGNER
Los Angeles, CA (2016 - 2017)
- Lead visual/digital design on product, web, mobile, print, video, and conceptual design for stakeholders including American Express, Goldenvoice, L.A. Lakers, L.A. Clippers, L.A. Kings, AEG Live and Bowery Presents.
- Organize and produce UI/UX for AXS products.
- Identifying user insights and enhancing user experiences/journeys.
- Produce both lo & hi fidelity mockups to develop interactive prototypes.
- Brainstorm and research on user journeys to create wireframe flows.
- Research on competitive analysis and apply it to the creative development.

AEG / AXS, DESIGNER
Los Angeles, CA (2014 - 2016)
- Create and design user interface for AXS products/applications.
- Build and construct motion graphics/video content for AXS events.

TREMOR VIDEO, JUNIOR DESIGNER
Los Angeles, CA (2013 - 2014)
- Design and generate interactive design for desktop and mobile adverts.
- Develop action/java script coding for live advertisement campaigns.

20TH CENTURY FOX, CREATIVE SERVICES INTERN
Los Angeles, CA (2013)
- Assist and create concepts for marketing strategies.
- Design and develop web materials for 20th Century Fox.