

# VIDALMA

UX designer with 7+ years of industry experience.

## Experience

### Contract Services Administration Trust Fund - UX Designer

September 2018 - February 2019

Conceptualized an end to end experience for Motion Picture Industry drivers and their employers to streamline hiring and regulatory compliance management. Facilitated product design workshops with stakeholders, software engineers and communications directors to strategize product goals and value propositions. Validated proof of concept with a minimal viable product(MVP) by delivering design documentation and interactive prototypes done in Adobe XD.

### Contract Services Administration Trust Fund - Graphic Designer

June 2017 - November 2019

Designed and developed over 10 e-learning courses for safety training in the Motion Picture Industry. Diagnosed, Debugged, and modernized legacy courses with Articulate Storyline, Adobe Captivate, HTML, CSS and Javascript. Advocated a culture of creative innovation by championing agile methodologies, design thinking and user-centric design. Contributed to the creation and organization of style guides, pattern libraries, and asset repositories. Conceptualized design assets such as graphics and animations for course materials using Adobe Illustrator, Photoshop, Animate, and After Effects. Created and published over 10 course books for print and digital download using Adobe InDesign.

### Center for Autism & Related Disorders - UX Designer

October 2013 - September 2016

Led the UX design of 5 web products, 3 internal software applications and 3 mobile applications, as well as consulted for the improvement of 7 mobile applications. Overhauled CARD's front-facing website by strategizing the information architecture, improving responsiveness and restructuring the brand's offerings. Mentored and guided two junior visual designers as I oversaw the scope and deliverables for CARD's front-facing website. Worked in tandem with stakeholders, engineers, marketing and content writers to ensure that the intent and quality of every project was carried through to the end. Conducted interviews, surveys and analyzed traffic data to formulate data driven decisions and suggestions. Coded and delivered several clickable prototypes to test and validate design decisions. Advocated a culture of creative innovation by championing agile methodologies, design thinking and user-centric design.

### Vidalma.net - Freelance Web Designer

February 2009 - September 2014

Responsible for the entire product development and design process of several websites. I oversaw project proposals through outlining project scope, defining activities, managing resource needs and estimating delivery timelines. Created wireframes, mockups and interactive prototypes, designed graphics, icons, and animations for the interfaces that would go through rounds of client approvals. Developed layout and user interfaces with HTML, CSS and Javascript.

[hirevivi.com](http://hirevivi.com)

(323)374-5134

[vidalmalopez@gmail.com](mailto:vidalmalopez@gmail.com)

[LinkedIn.com/in/vidalma](https://www.linkedin.com/in/vidalma)

## Skills

### Tools

Sketch, Figma, Adobe XD, InVision, Principle, Axure, Balsamiq, Illustrator, Photoshop, After Effects, Animate, InDesign, DreamWeaver, Visual Studio, WebFlow, Omnigraffle

### Formative

User interviews, Competitive analysis, Surveys, Contextual inquiry

### Generative

Storyboarding, prototyping, affinity mapping, personas, wireframes, journey maps

### Summative

Heuristic evaluation, usability evaluation, cognitive walkthrough

### Programming

HTML, CSS, JS, JQuery, Bootstrap, W3.css, mySQL

## Education

Art Institute of CA Santa Monica, — A.A.S in Web Dev. & Interactive Media  
2011 - 2013

Udemy - GiveGoodUX,  
— Certificate in UX Design  
2018

The App Brewery,  
— Bootcamp in Web Dev.  
2020 - 2021

Coursera - Google ,  
— UX Design Professional  
Certificate  
2021