

roytorres

UX and Web Design

Website: roy-portfolio.com

Linkedin: [linkedin.com/pub/roy-torres/5/ab7/231](https://www.linkedin.com/pub/roy-torres/5/ab7/231)

Summary

- Senior web/graphic designer with 10 years of experience.
- Skilled with CS5: Photoshop, Illustrator, Flash, Dreamweaver, Fireworks, and InDesign.
- CSS, HTML: Dreamweaver only.
- Clients: Allstate, Tribune Media Group, CDW, and the Food Channel.

Experience

EMC Battery

Lake Zurich, IL

August '10 to Present

Contract Web Designer

Working with the e-Commerce Developer & Director of Operations on redesigning their existing website.

Manifest Digital

Chicago, IL

June '10 to Present

UX Intern

Currently doing requirements-gathering, user segmentation, personas, some user research, heuristics, and designing (thru detailed wireframes) and some visual concepts.

H.E.R.O. Fitness

Chicago, IL

May '09

Freelance Flash Animator and Coder

Collaborated with the owner and his graphic designer to create the opening intro page; and I coded the site using CSS and HTML.

<http://www.hero-fitness.com/>

Managers Investment Group

Chicago, IL

May '09 and December '08

Freelance Net Manager and Interactive Designer

Maintained the internet and intranet websites using Sitellite 4.2 CMS, and Dreamweaver as well as uploaded PDFs to these sites. Sent out survey evaluation using Zoomerang.

BHI Design

Palos Heights, IL

October '08

Web Designer

Created a Flash holiday splash page for Davis Street Land Company.

Chempetative

Chicago, IL

September '08

Freelance Web Designer

Created ad banners for their client [Illumina, Inc.](#)

<http://www.roy-portfolio.com/illumina-banners/>

Alla Prima Lingerie

May '08 – June '08

Web Designer

This was a complete site design for a lingerie boutique based out of San Francisco. I was the sole designer on this project and worked offsite from my home in Chicago.

Used basic XML and PHP for the Message and Photo Gallery section.

<http://www.allaprimalingerie.com/>

Edelman

Chicago, IL

October '07

Freelance Web Designer

Created e-blasts for Mosaic Gourmet Cheese and did production work for 3-A-Day Dairy, Off the Street Club, and Barilla Pasta.

<http://www.3aday.org/Pages/Welcome.aspx>

McDonald's

Oakbrook, IL

June '07

Web Designer

Assisted the Lead Designer in production of the Intranet site.

Merchandise Mart Properties Inc.

Chicago, IL

April '07

Web Designer

Created e-blasts and banner ads for furniture design stores in the mart. Clients include: dreamRooms, and L.A. Mart.

Education

Columbia College Chicago

Bachelors of Arts and Design

1996

DePaul University

Masters of Art in Human Computer Interaction:

March '11

Awards

Grand Slam Slugger Award - DDB Chicago 2000