

roytorres

UX and Web Design

roy-portfolio.com

Experience

Study Abroad

October 2011 – December 2011

I am currently creating a blog site using Drupal that covers the DePaul University class trip to Brazil. There we attended lectures at companies and universities in Rio de Janeiro, Florianopolis, and Sao Paulo to learn how they are using Incubators and Clusters to become the super power in IT.

[Brazil 2010](#)

Chicago Creative District: User Experience

September 2011 – Present

I gathered stakeholder feedback, and created the wireframe using Axure for this team project in conjunction with DePaul University to build a Drupal CMS website that meets business & creative needs within Cermak and surrounding neighborhoods.

[Proposed Site](#)

Manifest Digital: UX Intern

June 2011 - September 2011

Assisting project leaders in the planning and execution of usability studies, coordinating logistical aspects of research projects, such as communicating with participant recruiters, assisting with research setup, greeting participants. Assisting with the analysis and documentation of test results. Developing and refining user interface through user segmentation, personas, and heuristics. Design concepts via sketches, and wireframe prototypes.

Clients: Allstate, CDW and The Food Channel.

Freelance Web Designer / Consultant

2001 - Present

Freelance web design for clients to include Merchandise Mart, McDonald's, Edelman, Tribune Media Group, Barilla Pasta, 3-A-Day, Alla Prima Lingerie, BHI Design, Chempetitive, Illumina, Inc., Manager's Investment Group, H.E.R.O. Fitness and EMC Battery. Deliverables include web site design, email blasts, Flash animation, banner ads, CMS Intranet maintenance, web production and site builds using both HTML and CSS, User Experience.

Tribal DDB Chicago: Web Designer

1999 - 2001

Clients Include; Vaniqua, Microsoft, and FTD Flowers; I was the recipient of an inner-office award for my design work on the FTD 'Be A Hero' campaign.

The Weinstein Organization: Graphic Designer

1998 – 1999

Clients include; Firestone Tires, and Morningstar Newsletter.

Four Points Digital (March 1st): Web Designer

1996 – 1998

Clients include; Sears, and A.T. Kearney Consulting.

Skills

- Axure & Omnigraffle (wireframes), Visio (site-mapping).
- Proficient with Adobe CS5 (Photoshop, Illustrator, InDesign), Flash, Fireworks, CSS, HTML/Dreamweaver with basic skills in jQuery.

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

Online portfolio.

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

Redesigned the entire site using UX techniques such as surveys, coding, and wireframing [to name a few].

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

Ad banner creation.

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

Complete site design for a boutique based out of San Francisco. Designed site and used basic XML and PHP for the Message and Photo Gallery section.

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

Email blast design + web production.

Education

Columbia College Chicago, Bachelors of Arts and Design

DePaul University, Masters of Art in Human Computer Interaction – November 2011

Awards: Grand Slam Slugger Award, Tribal DDB Chicago.