



My profile

I have almost 10 years of experience working as a designer. I first started working with print (Brochures, Business Cards and stuff like that), but I quickly moved to web design. My first websites were worked on Macromedia Flash, which were mostly animations and graphics, but very little user centered design. With the super strong arrival of HTML5 and CSS3 I started moving into creating sites that were more focused on the interface and not so much on graphics.

As time went by I got more into User experience and I started involving little by little UX tools such as wireframes, personas, customer journey maps, prototypes and finally, the Design Thinking method, which is the method I use nowadays. As I get more involved with new UX features, the quality of my work is evolving and improving and I end up producing better final products, because I have a wider and better understanding of the product. And that is something that my teammates, bosses and clients also notice and very much approve.

Right now I'm capable of:

- Working remotely, without constant monitoring.
- Be a part of the ideation, prototyping and ideation processes of a digital product.
- Committing to the quality of my in order to get it right, to matter how much it takes.
- Working with all kinds of stakeholders and with excellent communication skills.
- Prototype a product with with HTML + CSS + Javascript
- Leading small teams and carry out several project management tasks such as creating and monitoring schedules for me. and for my team.
- Really loving what I do....I might not be the best, but I´m willing to do whatever it takes to get there. Right now I´m learning, growing and getting better every day.

My skills

- **UI Design:** Responsive Design, Material Design, Mobile Patterns, Typography, Layout, Color Theory, Style Guides and Component Based Design. Tools: Photoshop, Sketch, Illustrator and After Effects.
- **UX Design:** Design Thinking Method: User Research, Empathy Mapping, Brainstorming, Wireframing, Prototyping, and Usability Testing.
- **Front End:** HTML5 + CSS3, Bootstrap, Angular JS Material, Angular JS (Basic), Ionic and Phonegap, Wordpress and Prestashop.
- **Project Management:** GitHub, SourceTree, Trello, Asana, Slack, Skype, Remote Working, Design Strategy, Flexibility and Teamwork.

2016-17

Web Designer

MonetizeMore, Remote.

My main accomplishments as the web designer for MONETIZEMORE were:

- Complete overhaul of all corporate image, including all the company's products and mainly marketing material which has improved clients, users, and the general audience's perception of the company.
- As the owner said himself, the new web design was a huge leap forward into corporate communications and relations with the final user.
- Since I arrived at monetizemore communication tools were created and involved in sales processes such as style guides, design frameworks, and tutorials.
- Having a professional and talented designer in charge of all the company's image has boosted mainly, the marketing department's confidence in their communications, as they feel they are really confident in approaching the general public in all online and offline environment. Now they feel they can get their message across all platforms in an effective, fast and professional way

Skills: Mobile and Web UI design, Web Typography, Responsive Design, Typography, Color Theory, Mobile and Web design patterns, Compositions, Creative thinking, PowerPoint presentations, Bootstrap, HTML5+CSS3+jQuery, Trello, Slack, Wordpress, Photoshop and Sublime Text.

2012-16

Design Lead

Datatraffic, Bogotá, Colombia.

As a design lead, I completely transformed the ideation and execution processes of the company. Some of my most important accomplishments were:

- Ideation process for custom made products radically changed as wireframing and brainstorming sessions with the client were introduced into the workflow.
- Before I was hired there were some QA and performance testing going on. So after I arrived there was a complete U turn regarding product creation processes.
- Workflow with developers also changed, before my arrival, there was almost no presence of the designer in the work process. So after I arrived developers introduced to their workflow design tools such as Bootstrap, CSS3, Web typography and so on.
- On a strict design point of view, I achieved a cohesive and scalable corporate image. The most important thing from all of these is that I was an essential part of improving the way products were ideated and created. Not only I created all sorts of web, mobile and print resources but for the last couple of years, a knowledge bank was created, a sort of corporate wiki where all developers and marketers can go looking for any design resource.

Skills: Mobile and Web UI design, Responsive Design, Typography, Color Theory, Mobile and Web design patterns, Compositions, PowerPoint presentations, HTML5+CSS3+jQuery, Responsive Mobile WebSites, jQuery Mobile, Wordpress, Customer Journey Maps and Personnas, Photoshop, Illustrator, Sublime Text and After Effects.

2010-12

Design Lead

Golden Colombia Foundation, Bogotá, Colombia.

As a design lead, I created, from scratch, all processes to design and develop multi media reportages. My main accomplishments were:

- Journalists were very limited when it came to multimedia tools, so after I came in they were able to create and write their stories knowing that they could depend on resources such as custom video intros, video outros, web images, video galleries, micro sites and analytics, and as a consequence of this the final product improved greatly.
- Not only that but click through rates increased, recurrent visitors increased, social media campaigns started bringing in more visitors, and in overall, users spent more time on the reportages and they started filling out registration and newsletter forms, so those also indicators started going up.
- As far as the relationship with developers and designers, small scale scrum meetings were introduced to help accelerate workflows and to improve working relationships.

Skills: Mobile and Web UI design, Typography, Color Theory, Mobile and Web design patterns, Compositions, HTML5+CSS3+jQuery, Wordpress, Photoshop, Illustrator, Sublime Text and After Effects.

2009-10

Front End Designer

Imaginamos, Bogotá, Colombia.

As a freelance front end designer, I worked on interfaces for more than 40 different projects in a record time of 12 months. During that period of time, I worked under maximum pressure allowing me to develop myself as a designer, working on 4 and sometimes 5 projects at a time. During this time I drastically improved my knowledge and skills on css, html and jquery.

Skills: Mobile and Web UI design, Typography, Color Theory, Mobile and Web design patterns, Compositions, HTML5+CSS3+jQuery, Photoshop, Illustrator and DreamWeaver.

2008

Graphic Designer

Telefónica Project, Colombia.

I worked on this project for almost 2 months as a freelance jr graphic designer. At this project I learned a lot about communications, teamwork, and how to manage myself within a large working environment.

Skills: Typography, Color Theory, Mobile and Web design patterns, Compositions, Photoshop and Illustrator.

2003

Intern

Form Corp. Miami, USA.

As an Intern I had the good luck of spending almost 5 months working in an environment where I learned a lot about how to use design software such as Macromedia Flash, AutoCad and SolidWorks.

Skills: SolidWorks, AutoCad, Flash and Photoshop.

2018

Interaction Design Foundation

IDF. (Remote).

Interaction Design for Usability, Design Thinking: The Beginners Guide and User Experience: The Beginners Guide

2018

Bachelors of Science in Systems Engineering.

UNAD FL. Miami, Florida (Remote).

Special focus is placed on internet and database programming.

2013

Specialization In Mobile App Design And Development..

IMAGE CAMPUS Buenos Aires. Argentina.

3 month intensive course on Multi Platform technologies, usability, user experience and monetization.

2014-15

Multiplatform Mobile App Design

UNIVERSIDAD PILOTO DE COLOMBIA. Bogotá. Colombia.

3 month course on Phonegap and Ionic.

2011

Intensive usability clinic

UNIVERSIDAD DE PALERMO. Buenos Aires. Argentina.

1 week intensive usability clinic.

2018

KEEPCODING Scholar.
Madrid, Spain (Remote).

50% scholarship for Mobile BootCamp.

2018

DISTINCTION: Top 10% in class.
IDF, (Remote).

For my first IDF course I was top 10% in my class and was ranked No 1 in my Country and Top 10 in South America. For my current course I'm ranked 9th in my country.

2015

Winner of the Google Launchpad Week Bogotá
Bogotá, Colombia.

Launchpad Week is a weeklong bootcamp for early-startups, with Product, UI/UX, Technology, and Marketing/Pitch education.

url: <http://www.elespectador.com/tecnologia/bogota-eligio-20-ideas-tic-ser-una-ciudad-inteligente-articulo-500964>

2014

Winner of Bogotá Piensa TIC
Bogotá, Colombia.

20 Information technology projects were chosen to contribute to the city of Bogotá to achieve a solution for day to day issues turning the city into a "smarter city".

url: <https://events.withgoogle.com/launchpad-week-bogota-201508/startups/>

2014

Winner of Bavaria Destapa Futuro
Bogotá, Colombia.

Bavaria Challenge is a program designed to accelerate entrepreneurial innovation projects in order to develop solutions for real life issues associated with sustainable development.

url: <http://colombia-inn.com.co/fundacion-bavaria-premia-a-36-emprendedores-con-1-700-millones-de-pesos/20-ideas-tic-ser-una-ciudad->

2014

Winner of Pulso Institute 2014
Madrid, Spain (Remote).

Only 20 Southamerican designers were selected to participate in the second PulsoInstitute Diploma Course, an initiative that was born from the alliance between the educational platform PulsoSocial and Oja.la

2014

Project Showcased Behance Interaction Gallery

GURU IOS Design showcased in the Behance Interaction Design Gallery.

url: <https://www.behance.net/gallery/14135919/Curu-Ofertas-IOS7>

My pro portfolio you can check it out at:

www.ricardotriana.co

You can check out my Professional Profile at:

<https://www.linkedin.com/in/trianaricardo/>

Or you can just check me out on:

<https://twitter.com/trianaasoc>

My personal info

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