

Gilberto J Parada

gilbertoparada.com

1 of 2

Product Designer

hello@gilbertoparada.com

San Diego, CA

Product Designer

Solar Turbines Inc.

Since February 2017

San Diego, CA

Collaborate with our product and engineering teams to create intuitive and effective solutions in data driven, technical, and administrative enterprise software using true-to-spec Material Design principles.

Execute on all phases of the design process across international timezones— from ideation, user stories, wireframing, rapid prototyping (Adobe XD) to creating production-ready UI deliverables.

Work in Agile methodology with development partners across multiple platforms, keeping user-centered design principles and best practices in mind.

UI Designer

FreshForm Interactive Inc.

9 Months

San Diego, CA

Craft designs rooted in digital strategy and conversion goals.

Concept, wireframe, design, iterate, QA and support the development of digital experiences in lifestyle, higher education, finance, medicine, architecture, and technology.

Work in close collaboration with creative directors, digital strategists and designers on web properties for clients such as Qualcomm, Eagle Creek, National Funding, Texas A&M University, and Dexcom.

UI UX Designer

Infinity Software Development

3 Years

Tallahassee, FL

Lead visual design and UX discovery meetings, rapid iteration and prototyping for clients and internal teams.

Assist with front-end developer for projects using the Bootstrap framework and JQuery libraries and conduct cross-browser testing.

Engage in all phases of the design and development cycle of small, mid, and large-scale enterprise software solutions.

Provide unique design insight and recommendations based on thorough analysis of user experience, business problems, and functional requirements.

Production Designer

Global Communities, Rwanda
1 Project
Rwanda, Africa

Responsible for incorporating a new corporate identity and producing collateral for mass distribution in rural Rwandan communities. Redesigned web assets, presentation materials, community outreach materials, and stationery.

Incorporated a new brand/identity while maintaining the trust and support of stakeholders, instructional designers, public relations, and local community members.

Global Communities is a non-government organization implementing a multitude of social reconstruction programs in Rwanda with the goal to bring education, reconciliation, and economic development to vulnerable communities.

Mobile Designer

Florida State University
2 Years
Tallahassee, FL

Researched and applied UI design best practices for a faculty-led research project comprised of instructional designers, content developers, and programmers.

Served as lead designer during the planning, prototyping, testing, user evaluation, and implementation of digital assets for iOS tablet application.

Education

Florida State University, 2013
Information, Communication and Technology, BS
Hispanic Marketing Communication, Minor

San Diego Portfolio Studio
User Experience Design: Design Thinking, 2017

+Acumen and IDEO.org
Design Kit: The Course for Human Centered Design, 2017

Awards

Web Marketing Association, 2017
Best Medical Equipment Website: Dexcom Healthcare Professional
Web Marketing Association, 2017
Outstanding Website: National Funding

Company: FreshForm Interactive Inc.
Creative Direction: Michelle Peck
Role: Visual Designer