

gilberto j parada  
product designer  
freelance  
CA, USA

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+1 941 928 8360

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Principal Product Designer  
Since February 2017

Solar Turbines Inc  
Software, Enterprise  
San Diego, CA

Collaborate with product and engineering teams to create intuitive and effective solutions in data driven, technical, and administrative enterprise software using scalable design practices.

Execute on all phases of the design process from ideation workshops and rapid prototyping to design documentation. Embedded in Agile development teams across international timezones working on multiple platforms (web, mobile).

UI UX Designer  
9 Months

FreshForm Interactive Inc  
Digital Agency  
San Diego, CA

Craft designs rooted in user experience research, digital strategy and conversion goals.

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

Clients: Qualcomm, Eagle Creek, National Funding, Texas A&M University, and Dexcom.

UI UX Designer  
3 Years

Infinity Software Dev. Inc  
Digital Agency, Software  
Tallahassee, FL

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

Provide design insight and recommendations based on user experience research and functional requirements.

Convert visual design into front-end code leveraging the Bootstrap framework.

Production Designer  
1 Project

Global Communities  
NGO  
Rwanda, Africa

Incorporated a new brand/identity in web assets, community outreach materials, and stationery intended to facilitate the NGO's field work.

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

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Mobile App Designer  
2 Years

Florida State University  
Research  
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 prototyping, testing, user evaluation, and implementation of digital assets for iOS tablet application.

Education

Florida State University, 2013  
Information, Communication  
and Technology (ICT)  
BS

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

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

Florida State Univeristy  
Hhispanic Marketing Minor, 2013

Awards

Best Medical Equipment Website: Dexcom Healthcare  
Professional  
Web Marketing Association, 2017  
Role: Visual Designer

Outstanding Website: National Funding  
Web Marketing Association, 2017  
Role: Visual Designer

Excellence Award for best Software System: Habitat Tracker  
Florida State University's Digitech, 2012  
Role: Mobile UI Designer

Languages

English, Native  
Spanish, Native

Other Skills

Product photography  
Landscape photography