

**Viviana Espinosa | [www.viviana.nyc](http://www.viviana.nyc) | +1 203 733 1821**

**Masters:** Interaction Design - New York University / Tisch School of the Arts

**Bachelors:** Fine Arts / Graphic Design - Western Connecticut State University

**Design Leadership** - Cooper Institute

## EXPERIENCE

### **USBank | Product Designer - Android & iOS** › NYC › 11'21 to Present

- Created visual designs for new and enhanced experiences and features targeted to drive higher usability and revenue while also following Design Thinking principles and collaborated alongside visual, content, and engineering teams for implementation.
- Gathered requirements, assisted in user research, content and translation teams, and created detailed documentation for engineering teams to implement these experiences with ease.
- Created and contributed to the creation of the mobile pattern library for both iOS and Android platforms.

### **Moody's | Product Designer (UX)** › NYC › 04'20 to 11'21

Created a series of internal applications within a larger system "The Analytical Hub". A tool that incorporates ratings data used by Analysts to predict, visualize, create, save, edit and submit their ratings to different platforms.

### **Mini-Circuits | Lead Product Designer** › NYC › 05'18 to 01/2020

- Designed and Implemented a new webstore for the company
- Reduced customer comments from negative to positive 100% since launch.
- Implemented the company's mobile application for Radio Frequency calculations.
- Implemented a corporate conference website and mobile application within a 2 week timeline.
- Implemented solutions for legacy projects: Branding guidelines document, and a site to archive technical writings for new products with access to editors to edit their own content.
- Working directly with product stakeholders, development teams, marketing and advertising.
- Lead teams to accomplish a variety of projects related to web, mobile, native applications and project management.
- Experience building B2B / Enterprise / SaaS Platforms (Experience with Platforms as a Service / Knowledge Management / Search Engines).
- Established and promoted design guidelines, best practices and standards.
- Work in an Agile / Scrum development process.
- Scoped product discovery activities, including but not limited to research planning, data gathering, analysis, summarizing, sharing findings, and facilitating workshops with key stakeholders.
- Ability to determine and recommend suitable research methodologies for projects.
- Hands-on research such as usability testing, user interviews, A/B testing.

### **Weill Cornell Medical College | UI / UX Designer Engineer** › NYC › 01'12 - 09'17

- Creative Direction and design sensitivity for Content Management Systems (CMS).
- Created sitemaps, wireframes, storyboards, user and process flows, designs and prototypes to effectively communicate interaction and design ideas to improve usability of the main Cornell Medicine website and microsites.
- Assisted in training product owners to manage their website content to maintain updated content.
- Established and promoted design guidelines, best practices and standards to all Cornell sites.

- Successfully transitioned static or multi-CMS sites to Drupal (From FatWire, MovableType and WordPress). And worked with the engineering team to assure that designs were meeting guidelines for design and development.
- Executed all stages of the project's life cycle; from concept to engineering and final hand-off.
- Collaborated with product management and engineering to define and implement innovative solutions for the product direction, visuals and user experience.
- Conceptualize original ideas that bring simplicity and user friendliness to complex design roadblocks.
- Presented and defended designs and key milestone deliverables to peers and executive level stakeholders.
- Incorporated User Research and its evaluation, as well as Competitive Analysis and use of Analytics data to improve designs.
- Website-building skills on HTML5 and CSS/SASS.

**Fashion Institute of Technology (FIT) | Lecturer** › NYC › 01'18 - 05'18

Lecture and develop the curriculum for college level classes in Interaction Design.

**NYCAcre / The Urban Futures Lab | Lead Designer / Developer** › NYC '07 - '12

Redesigned the website's architecture, social media presence and informational graphics.

**FujiFilm - NYC | Front End Developer** ▪ Convert design comps to HTML, SCSS and JS.

**The New York Stock Exchange | User Acceptance QA** › NYC '09 - '10

User-acceptance testing on FatWire CMS implementation.

**Rodale (Prevention & Parenting Magazines) | Photo Editor / Designer** › NYC '07 - '12

- Develop concepts and art directing photography.
- Research online photo databases and photographers' websites.
- Negotiate rights and usage fees with photographers, stock agencies, and model agencies.
- Maintain budgets while finding high-quality imagery that meets the standards of the editorial team.

**CUNY / SUNY / WCSU Universities | Lecturer** › NYC, Westchester, CT › 01/'07 - 08/'12

**Fashion Institute of Technology (FIT) | Lecturer** › NYC › 01 to 06'18

Plan curriculums and lecture for classes in Interaction, Multimedia and Technology (Code, Design and Planning, Video, Graphics, Illustration, Typography and Art History).

**Housatonic Area Regional Transit | Marketing and Public Relations Coordinator** › Danbury, CT - 04 '02 - '08

- Design the marketing for public transportation alternatives, redesign the company's identity (bus paint, maps, timetables, signage and wayfinding. Manage their social media and web presence).

- Promoting the use of public transportation by marketing the services through ads on TV, radio, social media, public meetings, events, public relations and the private sector.
- Make decisions on the use of the marketing budget and compliance with the marketing plan. Reduced the marketing budget to 50%, in order to re-invest that revenue in further transportation improvements.

### **Marketing Drive US | Art Director - Wilton, CT - '01-'03**

Production all in-store advertising for the Gillette Corporation (Duracell, Braun, and Oral-B), for National and International campaigns (POS, POP, FSI).

### **Ethan Allen Inc. | Multimedia Design Artist - Danbury, CT - '99-'01**

Photo editing, database creation, web updates, catalog production.

## **SKILLS**

- Figma, Sketch, Invision, Adobe's Creative Cloud: XD, Illustrator, InDesign, Photoshop, Premiere, AfterEffects.
- Website-building skills on hand-coded HTML5 and CSS/SASS.
- Design and Implementation of custom CMS themes, user-facing features and back end administration (Drupal, FatWire, MovableType and WordPress.)
- Prototype: OmniGraffle, Axure, Keynote, JavaScript, Maya, Sketchup, Processing, Arduino.
- Type tools use TypeKit and Google Fonts.
- Hands-on shop tool user (from paper and laser cutting machines, to professional woodworking machinery).
- Use of various high-resolution slide and non-slide scanners and cameras.
- Effort tracking systems like Jira, Asana and SharePoint.
- Surveying tools like Loop11, Qualtrics, Google surveys, SurveyMonkey and Vovici.
- Sound editing. Photo and Video art direction.
- Fluent speaking and writing in Spanish (simultaneous translation).
- MS Office.

## **TRAINING / AWARDS**

**Cooper Institute** – Design Leadership - Certificate  
**SXSW - South by Southwest** – Austin, TX - Conference Attendee  
**Drupal NYC** – Web Designer and Presenter  
**An Event Apart** – Conference Attendee  
**IxDA** - Toronto – Conference Attendee  
**American Graphic Design Magazine** – Award Winner  
**City of Danbury** – Official translator  
**Weill Cornell University Art Show** – Participant and winner  
**Market Based Ridership Strategies** – Seminar Attendee  
**National Women's Transportation Seminar** – VIP Member  
**WCSU Alumni Art** – Show Award Winner  
**Danbury Chamber of Commerce** - Leadership Member

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**Marketing Public Transportation - Seminar**  
**Creating Effective Email Marketing Campaigns - Training**