PEDRO M. RÍOS

UX/UI Designer, Art Director and Senior Graphic Designer

Phone: **+34 639 403 062**
Email: **pedromrios68@gmail.com**
Portfolio: **www.pedromrios.com**

www.linkedin.com/in/pedro-ríos2

I aim to empathize with users and their needs, solve their problems using Design Thinking, analyze the product and their competitors, develop solutions with Agile and Lean UX methodologies, create high-value proposals, design pixel-perfect prototypes, intuitive user flows, and information architecture that is efficient and attractive, offering users and clients the best possible experience. I'm passionate about making an impact on people's lives through design.

EXPERIENCE

RSA Agency
UX/UI Designer / Frontend developer
September 2022 - March 2023

- Organization of the newly created art and creative department.
- Design, planning, and development of the UX research processes.
- Visual design and front-end development for websites, landing pages, email marketing and marketing funnels.
- Usability evaluations and user testing of created products.

PMR Freelance
UX/UI Designer / Senior Art Director
October 2020 - Present

- Creative and strategic development of online and offline campaigns, analyzing and managing client and user needs, communicating aims and solutions to the creative team, and coordinating the production, and delivery of finished products.
- Managing and supervising 2 designers, and 2 developers, outsourcing 1 video editor and all persons involved in each project, to ensure each task is carried out correctly.
- Creation of Key Visuals for campaigns and more than 10 events, 4 branding design projects, 3 packaging, and 3 webs created in Word Press for 2 design studies and 1 agency.

Creartelia Comunicación
Senior Art Director
March 2017 - July 2020

- Leading the art department, managing a team of 3 internal designers and 5 external professionals with the main aim of meeting client needs in the design of graphic material for events, branding, editorial and web design, and packaging.
- Meeting 90% of objectives set out in the project, establishing the processes of follow-up and quality control, correcting shortfalls, and boosting positive results for the 12 most important clients of the study.
- Training and Mentoring of 1 junior designer and 2 trainees involved.
- Creative management and carrying out key visuals, review of final artwork, and production management for online and offline projects.

EDUCATION

Ironhack
Madrid, 2022
UX/UI Design Bootcamp

EOI Escuela de Negocios
Madrid, 2009
Business Creation

School of Visual Arts
Computer Arts Course. Design & Programing.

Instituto de Diseño de Caracas
Bachelor degree in Graphic Design, specializing in illustration.

LANGUAGES

Español (Mother language)

English (Advance)

PERSONAL SKILLS

- Empathy
- Creativity
- Teamwork
- Problem-solving
- Active listening
- Life-long learning
- Research
- Teaching and training others
- Leading and supervising

Freelance - Senior Graphic Designer
April 2011 - February 2017

• Support and creative advice for design agencies and studios, development of online and offline design projects, going from ideation and conceptualization through to design and final production.

Iónica - Founding Partner - Creative Director
January 2008 - March 2011

• Multimedia and e-learning projects with Flash and Html5 technology, developing activity in the areas of sales, management, design and creative production for three major clients in the education sector.

Idea2 - Art Director
February 1999 - August 2007

• Leading the transformation and modernization of the creative department with the goal of optimizing work-flow, improving communication between clients and the different departments of the studio.

• Management of the art department, made up of 3 designers, 1 illustrator and 1 programmer, carrying out tasks of team coordination, creative brainstorming and meetings with clients.

• Creative Direction including the design and production of projects in different design fields, Editorial, Web, Branding, Packaging and Events.

Istituto Europeo di Design - Lecturer in Graphic Design
September 2000 - July 2003

• Teaching design classes to over 300 students, including content generation, organization of assignments, assessment systems, in line with the guidelines set out by the team of teaching staff.

Waterhouse Securities - Junior Art Director - New York
January 1998 - November 1998

• Assisting the creative director and art director, conceptualizing, generating ideas and producing finished artwork for the marketing department.

Stedi Press - Graphic Designer - Miami
January 1997 - October 1997

• Gaining in-depth knowledge of printing media which, added to my work as a designer, is the most noteworthy aspect of that short experience.

A Plus Productions - Graphic Designer - Miami
October 1994 - January 1997

• Working with professionals from different countries and cultures, dedicated to the creation of innovative ideas in a dynamic and competitive environment, the experience served to enhance my adaptation and communication skills.

Solución Creativa - Graphic Designer - Caracas
July 1993 - September 1994

• Graphic designer in the art department, with the objective of bringing creative ideas and layout, and developing the final artwork needed for the work carried out in projects.

Crisol Publicidad - Junior Graphic Designer - Caracas
November 1991 - June 1993

• Junior Graphic Designer - trainee at a large agency of publicity, advertising, flyers, posters and presentations.

SKILLS

• Art Direction
• Design Thinking
• User Experience
• User Interface
• Agile Methodologies
• Web Design
• Branding
• Video Editing
• Packaging
• Editorial Design
• Graphic Design

SOFTWARE   100%

Figma
Photoshop
InDesign
Illustrator
Premiere
After Effects
Adobe XD
Sketch
Visual Studio Code
Html5 / CSS3
WordPress
Microsoft Office
Miro / Figa Jam
Jira / Trello / Monday
Google Docs, Sheets, Slides
Apple