

Ricardo Cabral

UX/UI DESIGNER

ricardo.cabralm@gmail.com

www.ricardocabral.design

(647) 994-9540

linkedin.com/in/ricardoantoniocm

Summary

Toronto-based passionate UX/UI Designer with over 8 years of experience interested in designing user-centered products for Web, desktop and mobile devices.

Experience

Nest Wealth | Product Designer

January 2019 - Current, Canada

- Currently I perform user research, as well as prototype, UI design and usability test for a wide range of features of enterprise wealth management applications
- I also collaborate in the creation of a design system and, redesign of the end-user onboarding and administration experiences based on user research

Be A Part Of | Web Designer

May 2018 - December 2018, Canada

- Converted client requirements into mockups, wireframes, prototypes, designs and translated them into functional HTML5/CSS3/JavaScript E-commerce Websites leveraging UX Design methodologies
- Produced ad designs and animations as support content for customer E-commerce Websites and Social Media

CAMERI Solutions | CEO

July 2013 – March 2018, Dominican Republic

- Led an amazing team of specialists in UI design and software development in over 100 projects encompassing Web, mobile, digital and print ads, interactive animation, social media management, ad placement, SEO and consulting

Banco Popular Dominicano | Graphic Editor & Interactive Designer

August 2012 – June 2013, Dominican Republic

- Initiated, contributed and lead projects from concept to implementation involving user interface design, motion design, interactive animations and corporate strategy presentations

Banco Popular Dominicano | Interactive Media Analyst

October 2010 – August 2012, Dominican Republic

- Redesigned and developed the Human Resources Intranet Website
- Designed the style guide for all internal application user interfaces and corporate presentations

Rubycom | Web Developer

March 2010 – September 2010, Dominican Republic

- Designed and developed corporate Websites following industry standards and best practices as well as digital ads for email marketing and Web
- Increased Web development efficiency by designing and implementing an internal CSS framework

Skills

Design:

User Interface, sketches, wireframes, prototypes, design specs, motion design and animation and branding.

Research:

Persona definition, user journey mapping and usability testing.

Prototyping:

Rapid prototyping on InVision, Adobe XD, Marvel and Sketch.

Technical Knowledge:

HTML5, CSS3, JavaScript, SASS, LESS, jQuery, PHP, Wordpress, Bootstrap.

Software:

InVision, Photoshop, Illustrator, Sketch, After Effects, InDesign, Balsamiq Mockups, Zeplin, Git, Inspectlet, HotJar and Miro.

Productivity Tools:

Jira, Asana, Trello, Coda, Airtable and Visio.

Education

Bachelor in Graphic Design Class of 2011

Summa Cum Laude
Universidad APEC
Dominican Republic

Language

English and Spanish