



Vicente Rico

UI/UX Designer
San Jose, CA

PHONE

831-229-3015

EMAIL

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PORTFOLIO

vicrico.com

Experience

UX DESIGNER / FRONT-END DEVELOPER

Rico Design Studios - Owner - San Jose, CA

2012 -
Present

Responsible for the end-to-end user experience ensuring the business produces a cohesive and intuitive product, while incorporating user-centered design principles. Rapid prototyping, low-fidelity and high-fidelity mock-ups, user interactions with HTML, CSS, SVG and JavaScript.

- Successfully consolidate client goals with their customers needs and wants seamlessly throughout the websites experience.
- Identify a clear design process from start to finish to maximize digital product efficiency and minimize project time consumption.
- Increase user conversion rate, efficiency and customer satisfaction through comprehensive user feedback, and low fidelity mock ups.
- Identify and fixed bugs during website development.

WEB DESIGNER / DEVELOPER

MMAclothing.com - Monterey, CA

2010 -
2012

Graphic Designer and Web Developer for in-house apparel e-commerce store. Designed and built HTML/CSS interactions throughout the store. Website maintenance and enhancements throughout the site.

- Design content focus on media material for the web; banners, flyers, ads, and Flash ads.
- Design and developed weekly marketing emails with a 25% higher click-through rate.

Education

University of Idaho, Moscow, ID. - BA , Arts & Design - Grad: 2009

Skills

Software

- Adobe Illustrator
- Sketch
- Adobe Photoshop
- Axure

Code:

- HTML
- CSS
- Javascript
- JQuery

Other:

- Spanish Bilingual bi literate