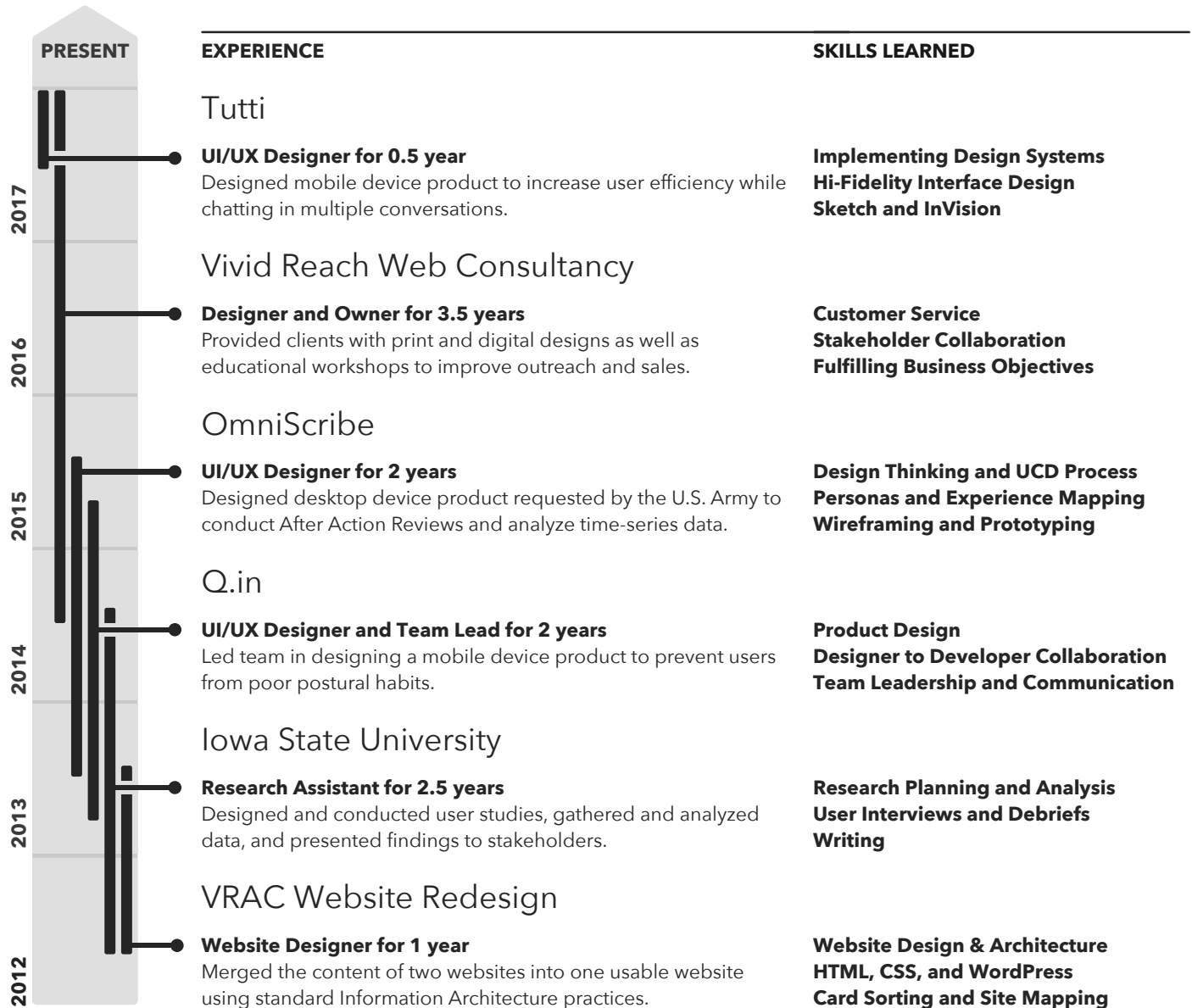# Eduardo Rubio

I solve design problems with sketches, writing, and research. You can leave me with a complex problem and expect a timely user-centered solution that aligns with business and team objectives.

eduardorubio.me
rubio@vividreach.com
(737) 600-7105
12501 Tech Ridge Blvd
Apartment 1214
Austin TX, 78753

PRESENT

EXPERIENCE

SKILLS LEARNED

2017

Tutti

UI/UX Designer for 0.5 year
Designed mobile device product to increase user efficiency while chatting in multiple conversations.

Implementing Design Systems
Hi-Fidelity Interface Design
Sketch and InVision

Vivid Reach Web Consultancy

Designer and Owner for 3.5 years
Provided clients with print and digital designs as well as educational workshops to improve outreach and sales.

Customer Service
Stakeholder Collaboration
Fulfilling Business Objectives

2016

OmniScribe

UI/UX Designer for 2 years
Designed desktop device product requested by the U.S. Army to conduct After Action Reviews and analyze time-series data.

Design Thinking and UCD Process
Personas and Experience Mapping
Wireframing and Prototyping

2015

Q.in

UI/UX Designer and Team Lead for 2 years
Led team in designing a mobile device product to prevent users from poor postural habits.

Product Design
Designer to Developer Collaboration
Team Leadership and Communication

2014

Iowa State University

Research Assistant for 2.5 years
Designed and conducted user studies, gathered and analyzed data, and presented findings to stakeholders.

Research Planning and Analysis
User Interviews and Debriefs
Writing

2013

VRAC Website Redesign

Website Designer for 1 year
Merged the content of two websites into one usable website using standard Information Architecture practices.

Website Design & Architecture
HTML, CSS, and WordPress
Card Sorting and Site Mapping

2012

FORMAL AND INFORMAL EDUCATION

Iowa State University
MS in HCI, 2014

NM State University
BA in Psychology, 2010

NM Military Institute
AA, 2008

General Assembly
UX Design Bootcamp, Nov 2017

General Assembly
UX Journey Mapping, Nov 2017

Team Treehouse
teamtreehouse.com/eduardorubio