RENATA SWICKARD

UX | UI | Product Designer

@ renataswickard@gmail.com   📞 925-570-3203

UX | UI | Product Designer with extensive experience in enterprise cloud application design.

WORK EXPERIENCE

Lead UX|UI Designer
Blume Global

📅 August 2018 - March 2020   📍 Pleasanton, CA

- Leading design efforts from the ground up, while onboarding and coaching small team of designers in order to create robust, user-centric interfaces. Applying best user experience design practices and personal industry knowledge in software enterprise design.
- Close collaboration with product management team, business analysts, stakeholders and engineers with both in-office and offshore member
- Leveraging customer feedback, internal subject matter experts, and research findings
- Creating, sharing and regularly maintaining Blume's design pattern library guidelines and assets repository using frequent review sessions in order to ensure product's look-and-feel consistency before and after every release

UX|UI Designer (Remote)
E2open, LLC.

📅 February 2017 - May 2018   📍 Austin, TX

- Experience with Agile team framework approach to product design in order to promote efficient maintenance, build and sustainability across all product suites.
- Digital product design involving complex supply chain planning platform using internal and external user research and usability testings
- Able to identify need for new design or iteration of components based on product needs and/or client's system requirements.
- Create and maintain usability and aesthetic consistency regarding E2open's enterprise design language's principals, guidelines, documentations, and its library of components.

Lead UX | UI Designer
Steelwedge Software, Inc.

📅 May 2015 - February 2017   📍 Pleasanton, CA

- Lead UX and UI guidelines for new product solutions and features in collaboration with front-end developers and product analysts
- Organize big data analytics into simple, practical, and comprehensible user interfaces
- Design and manage add-on features to product solutions
- Create and maintain icon libraries, assets, and overall product style guideline
- Responsible for turning rapid prototypes, workflow diagrams, and wireframes into high-fidelity prototypes

Visual Designer - Print & Digital
National Building Inspectors

📅 January 2011 - May 2015   📍 Walnut Creek, CA

- Responsible for the conceptualization and design of all marketing materials, company's website design and maintenance, e-mail and web marketing design assets, social media marketing campaign visual content, and media planning.
- Researched, designed and built prototypes for a mobile inspection app to facilitate easy inspection appointment bookings for agents.

Freelance Graphic Designer - Print & Digital
Independent Contractor

📅 April 2007 - May 2015   📍 Alamo, CA

- Full-house creative services from conceptualization to deliverables. Worked directly with clients on corporate identity development projects, development of marketing and promotional materials, and digital design with UX/UI integration.

In-House Graphic Designer
CMG Mortgage, Inc.

📅 March 2006 - February 2008   📍 San Ramon, CA

- Responsible for all direct marketing design as well as internal company collateral (monthly newsletters). Worked closely with account executive team to build product awareness marketing materials as well as planning and helping Company's loan officers with individual marketing initiatives. Collaborated with VP of Marketing throughout corporate branding and website construction efforts.

SKILLS

- UX/UI Design - sketching, wireframing, user flows, mock-ups, prototyping, testing
- Iconography
- Digital (web/mobile) Product Design
- Typography
- Corporate Communications
- Proficient in both Mac and Windows Operating systems
- Proficient in Sketch and InVision
- Adobe Creative Suite - Illustrator, Photoshop, InDesign, Muse, Fireworks; MS Office (Word, PowerPoint, Publisher, Excel); Keynote
- Working knowledge of Dreamweaver & Premiere

EDUCATION

Bachelors of Fine Arts , 2005
Academy of Art University, San Francisco

Advertising - *Concentration in Consumer Research, Graphic Design, and Art Direction*

LANGUAGES

Language	Proficiency
English	⬤ ⬤ ⬤ ⬤ ⬤
Portuguese	⬤ ⬤ ⬤ ⬤ ◯
Spanish	⬤ ⬤ ⬤ ⬤ ◯
French	⬤ ⬤ ◯ ◯ ◯