



Ivan Barriga

Full Stack Designer (Research - Art - Design - Code)

Designer with 8 years of experience developing products, user research, visual design and progressive marketing for brands such as **Uber, Lyft, Uber Eats**, among other SaaS and B2B companies. Creative direction for teams of designers and developers that create user-centered experiences based on data. Completely self-sufficient when developing a site from concept to code. Bilingual (English - Spanish).

Languages

HTML | CSS | JS | JQUERY | PHP | Bootstrap

Toolkit

Adobe Creative Suite | InVision | Framer | Atom | Mobile Design
User Centered Design | Sketch | UX/UI | Git | Prototyping

Experience

Mint Global Marketing LLC

Associate Creative Director | 2015 - Present

- Design and development of multiple user-centered products and assets like applications, sites, landing pages and emails for the company and its partners.
- Product wireframing, prototyping and front-end development for web and mobile.
- In charge of all UI design and re-design decisions based on acquired data.
- Qualitative, quantitative research and remote usability testing.
- Conceptualization, design and maintenance of all custom email libraries and design system. Testing and optimization based on segmentation.
- Responsible for the design of all print and web-based marketing materials for conferences and internal branding.
- Management and mentoring of a team of designers and developers responsible for maximizing production and targeting.

Multiple Brands & Publishers

Web Designer & Illustrator | 2009 - 2014

- Web Design and Illustration for multiple publishers in the comic book industry.
- Developed character designs and concepts for scripts and existing properties.
- Served as Lead Artist and illustrated interior pages for several properties.
- In charge of brand development and creation of brand assets.

Achievements

- Scaled the design department to 5 and introduced Scrum methodology.
- Increased product construction by 50% through Design System initiatives.
- Had several books published and distributed nationally through IDW comics, Zenescope Entertainment and Blue Water Productions.
- FAU's Engineer's week 2008 t-shirt design winner.

Education

BFA - Graphic Design

FAU - Florida
2009

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