

Bert Baez

Digital Designer

Contact

Address

Hartford, CT 06103

Phone

860-617-2304

E-mail

bert@hbjunior.com

LinkedIn

www.linkedin.com/

[in /hbjunior](https://in.linkedin.com/in/hbjunior)

WWW

www.hbjunior.com

Skills

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe In Design

Adobe Dreamweaver

Adobe Experience Manager

Figma

HTML

CSS

UI/UX

Wireframing

Prototyping

Agile Methodology

Ecommerce

A creative, experienced digital designer with over 10 years of extensive understanding of UI/UX design including wireframing, prototyping, and flow diagrams using Adobe XD and Figma. Experienced in client discovery and one-to-one client meetings to understand their goals and learn their particular KPIs while performing industry and competitive analysis, site audits and SEO analysis.

Work History

10-2021

-Present

Digital Designer

NEC of America

- Design on-brand creative solutions for a variety of uses: website UI/UX, product graphics, email templates, social media graphics, brand campaigns, and photography.
- Collaborate with cross-functional teams to deliver designs that are creative, useful, and align with technical and brand standards.
- Take ideas from concept to execution, working with project managers, design colleagues, information technologists, and content experts to deliver an effective user experience.

10-2020

-10/2021

Senior UI Designer

Harbor Social

- Designed UI interface for responsive websites using Adobe XD and Photoshop.
- Ensured pixel-perfect development of websites mirror initial mockups.
- Created user-flows using wireframes to determine user journeys.
- Collaborated on user experience planning with developers, digital and marketing managers.
- Recommended improvements to enhance user experience based on feedback, usability principles and established standards.
- Designed the UI elements of applications and features, and ensure cohesion across our digital experiences.

03-2020 -
08-2020

UI UX Designer

Insuritas

- Designing UI for internal insurance app dashboard with Google Material Design.
- Creating app prototypes with Adobe XD.
- Presented concepts, research, and references to the project team.
- Interpreted initial ideas and created quick sketch drafts for review.
- Created functionality documentation, user flows, wireframes and prototypes

08-2018 –
03/2020

Senior Web Designer

Reverb Digital

- Design UI/UX, wireframes, prototypes, website interface and site architecture.
- Develop client websites with WordPress using builders such as Elementor Pro.
- Mentor college interns on projects.
- Optimize websites to decrease loading times to less than 3 seconds.

02-2018 –
07-2018

Web Designer

Thrive Internet Marketing Agency

- Create UI deliverables such as sketches, wireframes, prototypes, flow diagrams and screen mockups for responsive web projects using Adobe Photoshop and Adobe XD.
- Designed user interface and integrated into content management system to meet client specifications.

07-2016 –
07-2017

Web Designer

Signature Brand Factory

- Created websites and landing pages using Wordpress, Joomla, Webflow, HTML5 and CSS3 and Bootstrap.
- Responsive web design implementation.
- Developed web banners and email blasts.

12-2015 –
06-2016

Graphic and Web Designer

Millstream Construction

- Created website navigation, visual theme with HTML5 and CSS3.
- Developed mobile version of website.
- Designed marketing collateral such as brochures, business cards and business post cards.
- Provided search engine optimization (SEO).

03-2009 –
11-2015

Web Designer

LaserArt Structures

- Conceptualized, designed, and produced quality web graphics, including banners, popup advertisements, buttons, and navigation
- Optimized product images for use on website.
- Implemented CSS, DHTML, Javascript and JSP on website for improved usability.

Education

Associate's Degree: Graphic Design Multimedia

Manchester Community College

Accomplishments

- Supervised team of 3 staff members.
- Redesign of company website led to a Web Guru Award for Reverb Digital