

Rica Marie V. Arevalo

PRODUCT DESIGNER

Experience

Product Designer, Freelance | Teachable

OCTOBER 2021 – PRESENT | NEW YORK CITY & REMOTE

Visiting Lecturer, Contract | University of Maryland Baltimore County

JANUARY 2021 – PRESENT | BALTIMORE, MD & REMOTE

Managed around 30–40 students per semester via online/in-person, hybrid format. Taught 4 courses: Typography I & III, Graphic Design III, and UI/UX Design. Develop course materials from scratch, grade and critique student's designs. Collaborated with other professors to sync deadlines and understand course goals.

Senior Product Designer, Freelance | Loeb (Gro & Nunbelievable)

OCTOBER 2018 – OCTOBER 2020 | NEW YORK CITY & REMOTE

Developed product's branding, user experience, and user interface for their 12-step educational module, that's a responsive web app. Collaborated with the dev. team, Product Manager, and CEO. Generated user scenarios and tested product for bugs submitted via Clubhouse.io. Gro partnered with Entrepreneur for a white-label web app.

Senior Graphic Designer, Freelance | Signables & This Is My Era

OCTOBER 2018 – OCTOBER 2020 | REMOTE

Managed and designed ecommerces website via Shopify. Produced promotional email campaigns and landing pages. Collaborated with co-founders and marketing team.

Senior Product Designer, Freelance | Webveloper

SEPTEMBER 2018 – APRIL 2019 | REMOTE

Refreshed existing branding designs. Generated user flows, wireframes, build-out user scenarios for 5 platform themes. Created InVision prototypes for web and mobile. Collaborated with CEO, project managers, and dev team.

Senior UX/UI Designer, Full-time | Presentr

APRIL 2017 – SEPTEMBER 2018 | NEW YORK CITY

Created branding, user interface, and user experience for iOS & Android mobile app, and web app. Managed design interns and focus groups to analyze data and improve UX. Produced user flows, user scenarios, wireframe mockups, and prototypes. Submit bugs in Jira for dev. team. Collaborated with Co-founders, Project Manager, dev. team, and QA.

Graphic Designer, Full-time | Interior Design Magazine

NOVEMBER 2014 – APRIL 2017 | NEW YORK CITY

Strategized around 5 events per year with the Editor-in-Chief, Art Director, and Director of Marketing on potential branding design themes. Coded HTML email campaigns. Designed editorial layouts for the tabloid issues. Collaborated with clients on magazine ads.

UI Designer, Freelance | CityBlast & Posh Technologies

JUNE 2014 – NOVEMBER 2014 | REMOTE

Streamlined UI elements for private landing pages. Collaborated with Product Manager. Designed user interface for a 3 function tablet app dedicated to helping small business owners manage their business. Produced user flows, wireframes, and prototypes.

Graphic Designer, Full-time | Drohan Management Group

MARCH 2013 – JUNE 2014 | RESTON, VA

Proposed potential branding redesign versions for annual events to clients. Designed multi-page event handouts, and web assets.

Graphic Designer, Freelance | Plude Communications

NOVEMBER 2012 – DECEMBER 2013 | RESTON, VA

Created digital presentations. Collaborated with CEO, Product Manager and clients.

Contact

ricamariemarie.com

ricamariemarie@gmail.com

[linkedin.com/in/ricamariemarie](https://www.linkedin.com/in/ricamariemarie)

Education

Certificate in UI/UX Design

University of California San Diego, 2013

Bachelor of Fine Arts, Graphic Design

The Art Institute of Washington, 2012

Tools

Mockup & Prototype

Figma, Adobe XD, InVision

Adobe Creative Suite

XD, InDesign, Dreamweaver, Photoshop, Illustrator, Premiere Pro, After Effects

Flowchart

Lucidcharts, Omnigraffle, Draw.io

Content Management

Wordpress, Shopify, SquareSpace

Project Management

JIRA, Asana, Freedcamp, Trello, Clubhouse.io

Communication

Zoom, Skype, Google Meet, BlueJeans, Cisco Webex, Slack

Educational

BlackBoard Ultra

Presentation

Google Slides, Keynote, PowerPoint

Skills

Leadership

Creative problem-solving, manage focus groups, critique designs, organized instructions, share feedback (group & 1-on-1), public speaking

Design Related

Art direction, branding, product design, web design, illustration, user interface, user experience, HTML, CSS, print, video editing

Product & UI/UX

User research, managed focus groups, problem solving, user flow, wireframe production, prototyping, web (desktop) app, mobile app design, usability testing, A/B testing, bug testing, focus groups, beta testing, design specs