

JC DELA CUESTA

DIGITAL DESIGNER

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EDUCATION

Riverside City College
AA Digital Media & Communications
2013 – 2014

University of California, Riverside
Pre-Business Program
2010 – 2012

SKILLS

User Interface Design
Concept Development
Interaction Design
Branding & Identity
Mobile App Design
Visual Design
Typography
Web Design
Photography
Prototyping
Wireframing

TOOLS

Sketch
Photoshop
Illustrator
Principle
InDesign
Lightroom
Invision
HTML5 / CSS
Balsamiq
Axure
Github

PROJECTS

Minimaal Mar. 2017

- E-commerce platform designed for a responsive and minimalistic shopping experience

Soundscape Feb. 2017

- Web and mobile application built as a social crowdfunding platform for artists and fans

Paycrave Dec. 2016

- Mobile app for iOS that allows users to search for food trucks, view a menu, select items for purchase, and checkout

Notestack Oct. 2016

- SaaS web app which allows people to collect information and store it in a single place

EXPERIENCE

UX/UI Design Apprentice (2016 – Present)

Bloc

- Collaborated remotely with a UX professional to develop my design process and techniques as a digital designer
- Produced UX deliverables including user stories, flows, wireframes, and mockups
- Created original branding and visual identities for concepts throughout project phases to meet product and user needs
- Designed user interfaces for mobile apps, e-commerce platforms, and SaaS web apps

Account Representative (2014 – 2015)

Xcite Advertising

- Managed six car dealership clients by providing dealership photography services while leading all account reps in monthly sales transactions since joining the company

Design Intern (2012 – 2013)

18th Street Arts Center

- Assisted Director of Communications in outreach initiatives, created visuals for pitches and presentations, and designed marketing materials for monthly art exhibitions/events

Graphic Designer (2011 – 2012)

Riverside Art Museum

- Designed collateral for internal projects, produced graphics and informational brochures for art exhibitions and various print media

Digital Media Assistant (2010 – 2011)

California Museum of Photography

- Provided digital documentation of art collection for publication, processed digital imaging files for color accuracy, and edited video footage from exhibition events