

CONRADO CRUZ

Interaction Designer | Visual Artist | Developer

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PROFESSIONAL PROFILE

- User Interaction Designer with extensive experience in designing and deploying thick and thin client applications.
- Senior Visual Artist with a decade's worth of experience in designing websites, marketing collateral, user interfaces, presentations, logos, icons and other artifacts for client specific campaigns.
- Developer with experience in building and launching large-scale, template-based corporate sites.

EXPERTISE

Adobe: Photoshop, Illustrator, InDesign, Acrobat

Macromedia: Fireworks, Dreamweaver, Freehand

Microsoft Office: Word, Excel, Powerpoint

JSP/HTML Integration

WORK EXPERIENCE

Senior Interaction Designer

CITTIO

April 2006 to April 2009

- Architected and implemented new and current features of the company's thin client application.
- Designed and deployed visual assets for both the product and for corporate branding.
- Conducted usability interviews to ensure the product's ease of use.
- Integrated new functionality into existing code base.
- Developed documents and standards for current and upcoming releases.
- Created iterative page flows and mockups to prototype new product features.

Visual Designer II –

Server Technologies and Related Tools User Experience

Oracle Corporation

September 2004 to April 2006

- Transitioned the icon set for JDeveloper, a declarative Java development environment, from the old style to the new, richer style with gradients and drop shadows.
- Completed asset requests for various product suites including Oracle Development Tools for Visual Studio .NET, Oracle Service Parts Planning, Enterprise Management, Enterprise Budgeting and Planning, Oracle Database Lite, to name a few.
- Collaborated in designing the User Interface Group's Graphics Request Tool, a web application built on HTML DB.
- Constructed low fidelity and mid-fidelity page flows, click-throughs and prototypes for new applications.
- Designed and produced the internal sites for the Oracle User Experience Conference and the Server Technologies User Experience Site. Produced pages for the outside-facing Oracle.com Technology Network pages.

Consulting Graphic Designer/Production Artist/Developer

June 2001 to September 2004

- Retained by various companies to create and maintain marketing collateral, logos, icons, tutorials, banners, Powerpoint presentations and miscellaneous graphic assets. Extended the existing design in cases when the design standards were already set. Made recommendations for site architecture and style sheet changes. Designed layouts for individual web pages, email newsletters, advertising units and presentations.
- Produced graphics for high-end commerce sites, as well as graphics for software companies, financial institutions, health and nutritional companies, and community service groups.
- Developed pages for an international, specialized product company, and for a state-affiliated business development site.

SAMPLE PROJECTS:

Washington Mutual: Worked on multiple projects for this client, one of which was producing the images, HTML templates and HTML pages for their web-based home loans application process. Other projects include creating

various graphic assets (headers, buttons, icons and banners) for two of Washington Mutual's sites, as well as creating a library of Flash ad banners for hand-off. Produced images for their kiosks.

URLs:

<http://www.wamuhomeloans.com>

<http://www.wamuperks.com>

Williams-Sonoma: Working specifically on the launch of the Pottery Barn Teen and West Elm sites, I produced the graphic assets (buttons, banners, headers, some hero images) and extended the design when necessary. I made recommendations for graphic optimization of various assets. I created, tracked and compiled a set of graphics specifically for their automatic image generation process. I created and maintained the project intranet, updating as necessary.

URLs:

<http://www.pbteen.com>

<http://www.westelm.com>

California Commission on Jobs and Economic Growth: I developed the pages for the site, using pre-existing Plone templates. I also produced the images, and modified the style sheet, creating new styles as necessary.

URLs:

<http://www.4cajobs.com>

Graphic Designer - Military Advantage, Inc.

August 2002 to March 2003

- Designed and produced graphics and page templates for service-specific microsites.
- Redesigned company newsletters that have a readership of over 15,000 military service people.
- Developed animated ad banners, creative units, and HTML templates for e-mail campaigns.
- Tracked weekly marketing advertisements and generate click-through and impression spreadsheets.
- Produced HTML templates for various site updates.

Web Designer/Production Artist - Xuma Technologies

December 1999 to June 2001

Senior member of the design group. Assisted in establishing the design and integration department by recruiting and interviewing potential team members. Evaluated and purchased department software and hardware. Scoped client projects and generated proposals. Created demos and PowerPoint presentations showcasing company products.

KEY ACCOMPLISHMENTS

- Created and launched the company Intranet. Converted the existing Intranet from linked Microsoft Word documents to a graphically rich, usable tool.
- Conceived, produced, and launched the company site. Designed and produced the subsequent versions.
- Conceptualized and produced the company Marketing brochures.
- Created several demo sites to highlight company offerings and capabilities.
- Worked closely with several engineering teams to determine feasibility of internal and external client projects and recommended design solutions
- Created HTML templates for hand-off to external design partners.

Web Designer - Shaklee Corporation

July 1999 to December 1999

Primary designer for the company's newly formed Internet group. Designed templates and updated style sheets for the site overhaul. Designed and produced images for web broadcasts and interdepartmental PowerPoint presentations.

KEY ACCOMPLISHMENTS:

- Redesigned and produced the company web site to have a contemporary look and a visually navigable feel.
- Created the design for the company's .net web site to reflect the main site's updated look.
- Conceptualized and implemented Shaklee's personalized member e-storefronts: produced the HTML templates, created style sheets, and designed icons.

Documentation Coordinator - Shaklee Corporation

March 1994 to July 1999

- Acted as documentation/regulations advisor to assist various departments in developing international and domestic product releases.
- Managed complete documentation packages for nutritional, cosmetic, pharmaceutical and household product lines.
- Responsible for Shaklee's document approval cycle. Coordinated with multiple international and domestic departments to expedite time-sensitive pharmaceutical and production documents to the manufacturing plant and to outside vendors.
- Collaborated with department heads, project managers and other key personnel for completion of manufacturing books.

EDUCATION:

CALIFORNIA STATE UNIVERSITY - Hayward, CA

B.A. Digital Graphics and Multimedia, Magna cum Laude.

PERSONAL PORTFOLIO SITE:

<http://www.conradocruz.com>