

MARITZA GONZALEZ

CONTACT

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SKILLS

- Leadership
- Problem Solver
- Visual Design
- Excellent Communication
- Wireframing
- Prototyping
- High Fidelity Mockups

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- BigCommerce
- CSS/ HTML
- Figma
- Flinto
- Invision
- Salesforce
- Shopify
- Sketch
- Wix
- WordPress

EDUCATION

LinkedIn Learning - Ongoing

Anything design and leadership related. The world is my oyster.

Career Foundry - 2017

UI Design Course Enhancement
Certificate of Completion

General Assembly - 2018

UX Design Course Enhancement
Certificate of Completion

Pratt Institute - 1997

Graphic Design and Communications
Associates Degree

VISUAL UXUI DESIGNER

EXPERIENCE

Remote Freelance Work | Scottsdale, AZ

UX UI DESIGNER | WORDPRESS DESIGNER | Jan 2020 – Present

- Gather and evaluate user requirements in collaboration with product managers, marketers, and developers or with startup clients.
- Conceptualize UX design solutions through wireframes, visual and graphic designs, user flows, storyboards, site maps, and prototypes using Adobe XD, Sketch and Figma.
- Prototype certain features, application, or website in Flinto or Invision and test ideas before going into development.
- Develop digital designs using software like Adobe Photoshop and Illustrator. Ensure that final graphics and layouts are visually appealing and on-brand throughout the site.
- Present design concepts to the executive team or to the client for feedback and enhancements.
- Design, build and maintain WordPress, BigCommerce, Shopify and Wix websites.
- Design Landing pages, forms and blogs in WordPress.
- Create WordPress Websites using theme builders such as Elementor Pro, Divi and Salient (Learn new themes if needed).
- Design and customize WordPress Websites for mobile responsiveness. Optimize images for faster loading performance.
- Back up WordPress websites, themes, and plugins.
- Customize HTML and CSS to fit company or client's brand.
- Test and optimize existing user interface designs such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages.

GARP Jersey City, NJ

UXUI DESIGNER | March 2011 – December 2019

- GARP educates and informs risk professionals at all levels from beginning their careers in risk to those leading risk programs at the largest financial institutions across the globe, to regulators that govern them.
- Maintained a strong focus on user-centered design principles and demonstrating leadership in the redesign of simple and intuitive webpages for GARP's website redesign project in 2016 and 2018; resulted in 100% year on year profit growth with higher web traffic, and an increase in registrants.
- Created interactive designs for complex web applications, such as registrant forms, portals, checkouts, and microsites; designed wireframes, user flows, mockups, prototypes and annotations for presentation and developers.
- Increased web traffic and leads with original in-house ad designs, social media advertising, engagement of email templates and headers, and promotion of exams and conventions.
- Collaborated with and presented ideas and creatives to team members, project managers, developers and business.