

11
27

WOLFFANG GUZMÁN

SENIOR UI/UX DESIGNER

PHONE: 703-864-7320

EMAIL: waguzman@waguzman.com

WEBSITE: www.waguzman.com

PERSONAL

Versatile and professional UI/UX designer with 12 years + progressive experience in web design, web development, and corporate identity systems for private companies, U.S. Government, international and non-profit organizations. Adept multitasker capable of creating complex visual solutions for web, and mobile with full accuracy and efficiency.

Exceptionally creative and reliable UI/UX Designer with a strong work ethic, customer service, and satisfaction record. Proven ability to develop and manage corporate visual communication, marketing and brand strategies to raise internal and external awareness of the organization's work and achievements. Ability to work with a cross-disciplinary product team and pair with everyone - developers, product managers, other designers, and clients. Seeking a Senior UI/UX Designer position where my skills and expertise will support and further corporate goals.

PROFESSIONAL SKILLS

- › Fluency in best practices for information architecture, interaction design, user-centered design process, as well as strong knowledge of user experience principles and techniques.
- › Experience creating wireframes and final designs concepts that showcase design concepts and interaction patterns.
- › Experience working within a responsive design framework and established brand guidelines and style guides for the companies.
- › Ability to manage multiple, concurrent projects in different stages.
- › Ability to interact with project team members, consultants, clients, and technical staff to ensure adherence to timelines and corporate quality standards.
- › Ability to quickly deliver multiple, inventive ideas that are fresh and simple while solving complex customer and business needs.
- › Proficiency designing and prototyping with a variety of tools such as Adobe CC, Sketch, Zeplin, Invision, etc Knowledge of HTML and CSS and Bootstrap framework, with the ability to work closely with web developers and engineers to implement designs.

EXPERIENCE

UI/UX WEB DESIGNER

03-2018 TO PRESENT

The World Bank Group (Contractor)

- Create visual solutions for web, mobile, and tablet devices using UX principles and methodologies.
- Collaborate with other designers to develop a Design System for the intranet and apps at the Bank and its 6 organizations.
- Collaborate closely with senior developers to build prototypes and interactive web applications.
- Build wireframes, prototypes and clickable Invision files of external partnerships of the World Bank Group.
- Create responsible designs in Sketch following the standard Design Guidelines at the Bank.

11
27

WOLFFANG GUZMÁN

SENIOR UI/UX DESIGNER

TECH. SKILLS

Photoshop 

Illustration 

Sketch + Zeplin 

Invision 

Dreamweaver 

Bootstrap 

HTML + CSS 

CORE COMPETENCIES

Producing Visual Comm. 

Creating Marketing Camp. 

Managing Brands 

Marketing Strategies 

Attention to Detail 

Solving Complains 

Analytical Thinking 

Good Leadership 

Supervisong Projects 

Teamwork 

EXPERIENCE

ART DIRECTOR / SENIOR UX DESIGNER

03-2010 TO 03-2018

American Association of Retired Persons (AARP)

- Successfully created National Campaigns from concept to delivery for the English and Spanish website like Disrupt Aging, Driver Safety, Veterans Day, and JFK-50 Years after his assassination, Membership Drive, Social Security, etc.
- Responsible for the design and management of all creative and technical design projects.
- Created responsive HTML (using Bootstrap framework), CSS and JS pages for multiple campaigns.
- Designed graphics, infographics, and logos for campaigns on the web.
- Collaborated with developer's team to create various web, mobile and tablet application interfaces.
- Searched for photos and visual material to tell the story of the campaigns.

SENIOR WEB DESIGNER

09-2009 TO 02-2010

Department of Defense (Contractor)

- Designed and implement web pages and Special Events Pages for the DoD website using HTML, CSS and JavaScript.
- Designed the landing pages for the Secretary of Defense.
- Designed developed maintained and updated a variety of web sites as assigned.
- Coordinated various web pages with appropriate links and multimedia elements in collaboration with design team members.
- Coordinated various web pages with appropriate links and multimedia elements in collaboration with design team members.

WEB DESIGNER

08-2008 TO 09-2009

Executive Office of the President of the United States (Contractor)

- Provided technical support to other web design team members as directed.
- Designed and implement webpages for the White House website (George W. Bush and Barack Obama Administration).
- Designed graphics and banners for the web site.
- Created web pages using Dynamic Content Management System (CMS).

11
27

WOLFFANG GUZMÁN

SENIOR UI/UX DESIGNER

SENIOR WEB PROJECT MANAGER / WEB DESIGNER

05-2006 TO 08-2008

InfoSource (FolioLink/ISProductions)

- Managed a team of designers, developers and programmers in an office overseas.
- Maintained and update the websites for the clients on a regular basis Designed and implement websites using Dynamic Content Management System (CMS) Work on HTML, CSS and JavaScript.
- Maintained and updated HTML/CSS templates on a regular basis and as required.
- Monitored production schedules while adhering to assigned budgets.

SENIOR GRAPHIC DESIGNER

09-2002 TO 05-2006

Pan American Health Organization – WHO

- Designed major publications for print, web and CD-ROMs.
- Designed multilingual marketing campaigns (English, Spanish, Portuguese and French) for the dissemination on the countries of the Americas of many initiatives to the WHO.
- Worked with internal clients to determine strategy and design for annual marketing campaigns.
- Designed the Institutional Identity System of the Organization.
- Designed advertisements, tradeshow banners and signage from concept through completion.

GRAPHIC DESIGNER

11-1998 TO 08-2002

Northern Virginia Community College

- Adhered to aesthetic design style guides, procedures, systems and templates.
- Design major publications for print and web.
- Art direct college photographer and student design intern.
- Art direct college photographer and student design intern.

EDUCATION

USER EXPERIENCE DESIGN

GENERAL ASSEMBLY (WASHINGTON DC)

WEB DEVELOPMENT CERTIFICATE

GEORGETOWN UNIVERSITY (WASHINGTON DC)

BFA IN GRAPHIC DESIGN

THE UNIVERSITY OF KANSAS (KANSAS)

BFA IN FINE ARTS WITH FOCUS ON PRINTMAKING

UNIVERSIDAD DE LOS ANDES (COLOMBIA)

REFERENCES UPON REQUEST