

Diego Vasquez

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[Personal Website](#)

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PROFESSIONAL SUMMARY

Specialist in Graphic Design and UX/UI/CX/App Dev based in South Florida with an extensive background in digital and neuromarketing, to create meaningful products for B2C and B2B clients. Empathic and human-centered design approach, driven by biometric data helps companies achieve their objectives and benefit their customers.

WORK EXPERIENCE

Server / Digital Solutions Developer

East Ridge Retirement Village, Miami, FL | 8/24 – Present

Voluntary Digital Transformation Projects

- Initiated and led a self-driven internal initiative to mitigate critical service **bottlenecks** caused by servers waiting at order terminals, substantially boosting resident satisfaction by enhancing service efficiency.

- Employed **user-centered design principles** to conceptualize and prototype a **table-tablet-based application** using **Figma**, streamlining the meal ordering process. This involved meticulous planning around **information architecture** and the creation of a **high-fidelity prototype**. Conducted **usability testing sessions** with elderly users to validate the interface's simplicity and operational effectiveness, leading to improved service delivery and an elevated dining experience for residents.
- Directed a novel project to design and implement a **web application solution** with **WordPress**, adaptable for desktop use, which provides a streamlined overview of **residents' drink and soup preferences**. This initiative was rooted in the **principles of User Experience design**, from defining precise user requirements and crafting initial **wireframes** to executing repeated **user testing cycles**, ensuring the platform's navigability and functionality met all **end-user needs**.
- Embarked on the development of an innovative digital kiosk solution, aiming to modernize and replace outdated paper-based systems for processing TO-GO orders, thereby enhancing the food collection process for nurses and caregivers. Initiated **guerrilla research techniques** to capture authentic **user feedback**, informing the **iterative design process**. This kiosk was designed with a **user-friendly interface** mirroring the traditional paper form's chronological order, significantly minimizing data entry inaccuracies, and refining the order fulfillment process.

Web Development / Production Designer

SignsRUs, Miami, FL November 2023 – Present

- Managed the full-cycle development and maintenance of signsrusinc.com, utilizing **WordPress CRM** for seamless user experiences.
- Orchestrated strategic **DNS configuration** enhancements, optimizing the performance and accessibility of signsrusinc.com, ensuring a seamless user experience and facilitating efficient integration with online marketing initiatives.
- Implemented robust security measures, including **SSL certification**, fortifying signsrusinc.com against potential threats and ensuring data protection.
- Utilized the **Elementor** plugin for efficient programming and design, guaranteeing optimal performance and visual appeal.
- Executed **SEO** strategies using **YOAST** tools to boost www.signsrusinc.com search engine rankings and elevate online visibility.

- Conducted regular audits, staying updated on industry trends, and implemented innovative solutions, including leveraging **Google Analytics** insights, to enhance web development practices for sustained success.
- Leveraged **Google Search Console** for in-depth search performance analysis and optimization.
- Utilized **HubSpot** for effective customer relationship management, enhancing communication and engagement with the audience.
- Collaborated with cross-functional teams, actively participating in gathering project requirements and issue resolution.
- Managed the **end-to-end** operations of the print shop, overseeing the production and timely delivery of high-quality printed materials.
- Coordinated with clients to understand their printing needs, provided expert advice on **materials and specifications**, and ensured customer satisfaction through effective communication and collaboration.
- Implemented efficient print job scheduling and production workflows, **optimizing resource utilization** and meeting **tight deadlines**.

Design Consultant UX/UI/CX (Contract)

Venus Windows & Doors, Miami, FL January 2023 – April 2023

- Conducted thorough market research and analysis, leveraging a diverse skill set including Graphic Design using Canva and **PhotoPea**
- Designed estimates layout for projects using **QuickBooks**, ensuring clear and professional presentation
- Created a 3D project based on a diagram of a kitchen, providing clients with a visual representation of the proposed design. Additionally, generated **3D assets** of windows and doors for advertising and quotes all using **Adobe Dimensions**, enhancing visual appeal and product representation.
- Employed **HubSpot** for customer relationship management, enhancing communication and support.
- Utilized Figma for prototyping the application, allowing for collaborative design iterations and enhancing **customer experience (CX)** and **user interface/user experience (UX/UI)**.
- Implemented **Appy Pie** for **development**, streamlining the process and ensuring timely delivery.

Freelance Graphic Designer

Freelance, Miami, FL 2021 – 2023

- Designed and developed an interactive 3D roll ball game using **Unity**, incorporating stages, background music, collision detection, and dynamic gameplay elements. **Scripted game mechanics and interfaces in C#**, showcasing versatility in **programming** and a deep understanding of **game development principles**.
- Completed a specialized course in **game development at Miami Dade College's MAGIC department**, Wolfson Campus, excelling in the program and earning an 'A'. This course further enhanced my skills in **digital design and interactive media**.
- Demonstrated proficiency in **Adobe Illustrator** to create **Vector** designs, concepts, and sample layouts, showcasing a strong understanding of esthetic design concepts.
- Utilized **Gravity Sketch**, a VR program, to design 3D models, enhancing the visualization and creation process.
- Employed **ideogram.ai**'s AI design engine for innovative Nike sneaker-inspired shirt creations featured in my successful **Etsy store**, seamlessly integrating **Facebook Ads** to track customer analytics, including location and age, optimizing marketing strategies for targeted outreach.

Graphic Designer/Desktop Publisher

Steinway Concert Series at St. Hugh Catholic Church, Miami, FL 2018-2021

- Utilized expertise in Printmaking and Design to design and publish an **e-blast advertisement** sent out to the congregation, promoting the Steinway Concert Series at local churches.
- Consistently met **design and printing** deadlines with limited revisions, reflecting efficient project management skills.
- Proficient in **Adobe InDesign** for creating booklets, and **Adobe Photoshop** for designing banners, flyers, and tickets. Ensured all materials were printed in **CYMK** with bleed requirements for high-quality output.
- Uploaded digital ads on the landing page and utilized them for email campaigning, maximizing outreach and engagement.

Graphic Designer/Product Photographer XPdent.corp, Miami,

FL 2019 - 2019

- Applied knowledge of Graphic Design and Photography to design calendars, labels, and marketing materials.
Utilized **Adobe Photoshop** to create banners on the landing page carousel.
- Leveraged proficiency in Product Photography and Editing to photograph, edit, post, and manage all product-related art on the website, enhancing the overall customer experience. Used a company camera and a lightbox for high-quality product images. Prepared images for web implementation.
- Utilized **Adobe InDesign** to create calendars, magazines, and flyers, and collaborated with a **XEROX EC8000** SERIES commercial printer for production.

EDUCATION

Academics

Miami, FL 1997-Present

- Online Courses - LinkedIn UX Designer
- Duration: 2017 - Present
- Miami-Dade Kendall Campus
- Major: AA Pathway to a Major in Computer Arts Animation
- Duration: 2012 – Present
- Units: 60.00 required, 54.00 taken, 6.00 needed
- GPA: 2.000 required. 3.135 actual
- Combined Cun. GPA 2.810
- Robert Morgan Technical Center

- Major: Graphic Design/Commercial Advertising Arts
- Duration: 2007 - 2009
- R.R Moton Magnet School
- Major: Photography, Ceramics, Drawing, Painting, Sculpture, Printmaking, and Design
- Duration: 1997 - 1999