



STEVEN TRIPARI

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SKILLS

SOFTWARE

InDesign, Photoshop, Illustrator, AfterEffects, InVision, Omnigraffle, Sketch, POP, Mag+ Designed

CONTENT STRATEGY

Taxonomy, Information Architecture

USER RESEARCH

Affinity Mapping, Findings Analysis, Personas, Usability Testing

USER EXPERIENCE

Trends, Task Flows & Needs Analysis, Competitive Analysis, Feature & Functionality, Interface Design

INTERACTION DESIGN

Interaction Design, Wireframing, Prototyping, Touchscreen/Kiosks

VISUAL DESIGN

Branding & Identity Design, Digital Design, Editorial, Visual Concepting, Illustration

LANGUAGES

English | Spanish

EDUCATION

USER EXPERIENCE

DESIGN IMMERSIVE,

May 2016 - August 2016
General Assembly

BFA COMMUNICATIONS

DESIGN, September

2010 - October 2014

Pratt Institute

SUMMARY

Human-Centered / User Experience / Participatory / Visual / Graphic / Design

EXPERIENCE

FREELANCE GRAPHIC DESIGNER, APRIL 2017 - PRESENT

Beyond Studios, Beyond Collective

- Design client-facing new-business presentations using power point
- Create various mockups for presentation using photoshop

PRESIDENT, LEAD VISUAL DESIGNER, AUGUST 2016 - PRESENT

X/TSY Creative, Inc.

- Conceptualize creative direction for Clients
- Craft and execute initial concepts through final executions
- Execute visual designs for print and digital platforms including ads, websites, and mobile
- Design comprehensive brand identities based on client needs

UX/UI CONSULTANT/VISUAL DESIGNER, AUGUST 2016 - SEPTEMBER 2016

Client: JamBon Software

- Interviewed stakeholders to understand business goals
- Created screener survey to generate data and identify potential product users
- Scheduled and conducted user interviews
- Synthesized user research to identify trends in qualitative data
- Conducted competitive/comparative analysis of similar products
- User-tested responsive website to identify potential usability problems
- Distilled data into design recommendations via wireframes and visual design

UX/UI CONSULTANT / VISUAL DESIGNER, JUNE 2016 - AUGUST 2016

Client: Simplicity Labs for Young Womens Social Entrepreneurs

- Interviewed stakeholders to understand business goals
- Created screener survey with team to generate data and identify potential product users
- Scheduled and conducted user interviews with the aid of partners
- Synthesized user research with team members to identify trends in qualitative data
- Distilled data into design recommendations via wireframes and visual design
- Coordinated usability testing dates with UX team

GRAPHIC DESIGNER, AUGUST 2015 - APRIL 2016

Clarke Design

- Editorial design/digital publishing on iOS & Android for mobile & tablet, branding & identity design, client-facing presentations

FREELANCE GRAPHIC DESIGNER/ART DIRECTOR, JUNE 2013 - DECEMBER 2014

Clients: Attention USA, Beyond Collective, Bksumshake, CenterStage Productions, G&L Affiliates, SOB's Bar & Night Club, Sol Afrik, Pratt Design Corps

- Designed comprehensive branding and identity projects, websites, social media campaign assets, marketing collateral, t-shirt graphics, client presentations and hand-lettering,