



## ANGELA M. FAZ

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### EXPERTISE

Creative Direction  
UX/UI Design & Architecture  
Data Visualization  
Concepting and Mind Mapping  
Adobe Creative Suite  
Integrated Branding  
Axure / UX Pin / Hype / Sketch  
Analog and Digital Illustration  
User Interface Design Principles  
Usability Testing

### WORKING KNOWLEDGE

HTML5 / CSS3  
SEO / SEM  
WordPress  
PHP  
Action Scripting  
After Effects  
Adobe Premier  
Content Management Systems

### EDUCATION

Collins College  
2005, Tempe, AZ  
BA Visual Communications  
Interactive & Graphic Design

### VOLUNTEER

Art Conspiracy  
2007 - 2016, Dallas, TX

### PROFILE

Interactive and visual designer with over a decade of experience in interactive design and marketing. Deep knowledge of user experience methods, innovation, ideation, storytelling, prototyping and design execution to enable customer and business success.

### EXPERIENCE

#### **TREND MICRO**

##### **SENIOR UX DESIGNER AND STRATEGIST, 2014 - Present**

Currently leading the creative redesign of Trend Micro's flagship site, starting with user experience wire-framing and incorporating user testing data and stakeholder feedback to create a new visual design.

- Leading digital design strategy to create inspiring, compelling and high performing creative solutions for web, social, and global marketing initiatives.
- Drive discussion between IA, Site Editor, Front End Developers and provide clear creative direction to implement digital initiatives.
- Create user-centered designs by considering analytics, customer feedback, internal stakeholder business goals and usability findings.
- Establish web branding standards, socializing them within the organization to ensure the brand is consistent globally.

#### **FAZDESIGN.COM**

##### **FREELANCE INTERACTIVE DESIGNER, 2005 - Present**

Sole proprietor; work on projects for local companies, ranging from logo design, identity collateral and print ads to mobile and web design.

- Actively listen to clients, help their wishes come true without using comic sans.
- Lead all aspects of the design process from conception to completion.
- Coordinate A/B testing to validate designs with end users.
- Perform customer service and duties common to small businesses.

#### **AMERICAN AIRLINES**

##### **UI / UX VISUAL DESIGNER, 2013**

Designed user interfaces for rebranded airline and the traveling public such as flight check-in dashboards, customer-facing web, and mobile displays.

- Created UI designs while upholding design standards and collaborated with front-end designers to fulfill development.
- Developed mockups, and detailed visual designs for web interfaces.
- Worked with Usability Analysts and Information Architects to translate user needs and client business goals into intuitive, and engaging visual designs.
- Ensured a high level of brand, business, usability and design standards.

#### **SHARP LABS OF AMERICA**

##### **UI / UX VISUAL DESIGNER, 2011**

Led the design of Sharp's 2012 SmartCentral application; the company's first interactive streaming third party application suite.

- Responsible for crafting visual design elements, testing and wire-framing.
- Organized in-depth comparative analysis of streaming third-party apps that determined feature sets and visual design.
- Prototyped and tested interface throughout development process.
- Refined UI design graphic interactivity in collaboration with the global team of engineers based in Japan.



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## C&S WHOLESALE GROCERS

### SENIOR WEB & GRAPHIC DESIGNER, 2010 - 2011

Lead designer in creating clever print materials for human resources initiatives for large New England distribution company.

- Responsibilities included research and concepting, illustration, photography direction, page layout, typography, plus physical design of each piece.
- Authored high-end presentations, newsletters, posters and advertisements

## BHM/WHCC

### WEB GRAPHIC DESIGNER, 2007 - 2009

As the lead liaison of communication between web development, print and IT teams, worked closely with management and marketing departments to determine project scope and design.

- Designed materials including direct-mail pieces, e-mail newsletters, web banners and advertising collateral using Adobe Creative Suite.
- Initiated and executed web promotions using social media.

## ATI TRAINING INSTITUTE

### DESIGN INSTRUCTOR, 2006 - 2007

Prepared students for careers in web design and development, teaching HTML, Adobe Dreamweaver, Photoshop, Illustrator, Flash, ActionScript 2.0, and Portfolio Review.

- Taught application of design principles using Adobe Creative Suite.
- Contributed to curriculum development by creating realistic business projects.

## VERIZON SUPERPAGES

### WEB CONTENT DEVELOPER, 2005 - 2006

Designed and produced websites for small to medium sized businesses throughout the United States with placement options for Verizon SuperPages online business directory.

- Created effective and engaging websites for 200+ clients.
- Completed search engine, site optimization and web developer trainings.