

William Ortiz

UI/UX Designer | Front-End Development
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Summary

Experienced senior pharma ad agency professional with a diverse background in print, digital, and web design and development. Strong leadership skills and a track record of successfully implementing and deploying procedures that improve client satisfaction. Seeking a new opportunity to utilize my skills and experience to achieve personal and professional goals.

Experience

One Shot Records Inc. | UI/UX Designer | Front-End Developer | *Jan 2012 - Present*

As a UI designer and Google-certified architect with experience in user-centered design practices, information architecture, and service design, I bring a unique skill set to the table. I have expertise in creating prototypes, wireframes, user journey maps, and designing user interfaces, as well as advising on UX research plans and supporting engineering teams during development

Pixacore | Senior Art Director Digital Production | *Jan 2022 - Dec 2022*

As a Senior Art Director for Digital Production, my team and I specialize in designing and producing top-notch digital web products, including fully responsive websites, emails, and various digital assets. Our expertise in utilizing online tools such as Figma, Sketch, and Adobe XD allows us to create visually stunning user interfaces, and our Zeplin release process ensures a smooth hand-off to developers, with thorough post-review and quality control to deliver optimal results.

Merck | Digital Designer | *Apr 2021 - Feb 2022*

As a Digital Designer and Senior Production Artist, my main focus is creating high-quality digital assets for various graphics projects, based on client-driven creative briefs. These projects encompass a wide range of mediums, including websites, mobile apps, advertising, animation, emails, and social media, as well as Promomats/Veeva layout and submissions. I pride myself on my ability to take a concept and turn it into a visually stunning reality, using my expertise in design and production to bring ideas to life.

Education

Santa Monica College
Vocational, Print Production
04/1991

CUNY New York City College of Technology
Bachelor's Degree, Computer Science
09/1990

Professional Certificates

Architecting with Google Compute Engine (2020)
Online Course - [Coursera](#)

Google UX Design Professional Certificate (2023)
Online Course (in progress)- [Coursera](#)

Security in Google Cloud (2019)
Online Course - [Coursera](#)

Building Web Applications in PHP (2019)
Online Course - [Coursera](#)

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