Ivan Barriga
Creative Director & Full Stack Designer

Design leader with over 10 years of experience developing brands and products through a multi-discipline approach. Clients include a wide variety of startups as well as Fortune 500 brands such as **Monster Energy, MGM Studios, Paramount Pictures, Technicolor and Uber** among other B2C and B2B companies. Creative direction for design teams with a focus on building user-centered and memorable experiences based on data. Completely self-sufficient when developing various assets from concept to code. Bilingual (English - Spanish).

Design Toolkit

Adobe Creative Suite   I   Figma   I   Miro   I   VS Code   I   Axure
User Centered Design I Sketch I UX/UI I Github   I Prototyping

Dev Toolkit

HTML   I   CSS   I   JS   I   JQUERY   I   PHP   I   Responsive Frameworks

Experience

Onfleet
Creative Director I Nov 2020 - Present

- Design leadership and strategy for all branding (all assets, product and deliverables)
- Interactive prototyping, motion design, illustration, project and team management
- User research and data analysis (qualitative & quantitative)
- Front-end development for design implementation

CloudScale Corporation
Lead Senior Product Designer I May 2019 - Nov 2020

- Design leadership and UX/UI design for multiple products with extensive sets of data
- Iterative wireframing and prototyping for complex applications (web & mobile)
- User research and data analysis (qualitative & quantitative)
- Front-end development for design implementation

Mint Global Marketing LLC
Creative Director I 2015 - 2019

- Design and development of multiple user-centered products and assets like
  applications, sites, landing pages and emails for the company and its partners
- Product wireframing, prototyping and front-end development for web and mobile
- In charge of all UI design and re-design decisions based on acquired data
- Qualitative, quantitative research and remote usability testing
- Design and maintenance of all custom email libraries and design system
- Responsible for the design of all marketing collateral and branding (print - web)
- Management and mentoring of a team of junior designers and developers (7)

Achievements

- Scaled the design department to 5 and introduced Scrum methodology
- Increased production by 50% through Design System initiatives
- Had several books published nationally by IDW comics, Zenescope Entertainment
  and Blue Water Productions as a professional illustrator

Education

BFA - Graphic Design
FAU - Florida - 2009

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