

Ivan Barriga

Head of Design & UX | Full-Stack Design Leader

ivantrainer@gmail.com · fortheloveofpixels.com · [LinkedIn](#)

Design leader with 10+ years of experience building brands and digital products through a multidisciplinary, user-centered approach that blends UX, UI, research, branding, and front-end development. Known for leading high-performing remote teams, scaling systems, and aligning creative strategy with business goals.

Hands-on and execution-driven, with a portfolio that spans SaaS platforms, email flows, event branding, and full product ecosystems. Trusted by startups and Fortune 500s alike — including **Monster Energy, Uber, Paramount Pictures, MGM, and Technicolor**.

Speaker at UXDX 2024 · Nationally published illustrator

■ Core Competencies

- Design Leadership
- Product Design
- UX & UI Design
- Design Systems
- Front-End Development
- User Research (Qual & Quant)
- Brand Identity & Strategy
- Prototyping
- SaaS & Marketing Design
- Illustration
- Visual Communication
- AI-Accelerated Design Systems & Product Development

■ Technical Skills

Design tools

- Figma
- Adobe Creative Suite
- Miro
- Axure
- Sketch
- FigJam

Development

- HTML
- CSS
- JavaScript
- CSS Grid
- jQuery
- PHP

Workflow & Dev

- VS Code
- Git
- Agile/Scrum

Collaboration

- Jira
- Asana
- Confluence

■ Professional Experience

FlavorCloud — Head of Design & UX | Jan 2024 – Present

- Own and lead company-wide design strategy across product, brand, marketing, and sales
- Manage a remote design team and collaborate cross-functionally with leadership and engineering
- Execute user research (qual + quant), build high-fidelity prototypes, and deliver front-end code
- Deliver work across platforms — from web apps and landing pages to booth materials and email

Onfleet — Creative Director | Nov 2020 – Jan 2024

- Led design vision and execution for brand, product, and all internal and external visual assets
- Managed design team and delivered end-to-end experiences for web app and marketing ecosystem
- Built interactive prototypes, coded marketing components, and implemented design systems
- Conducted usability testing and UX research to inform continuous improvement

CloudScale Corporation — Lead Product Designer | May 2019 – Nov 2020

- Directed UX/UI for complex enterprise applications with extensive data environments
- Conducted stakeholder interviews, user research, and iterative prototyping
- Collaborated with developers on styling, front-end interaction, and accessibility
- Managed multiple B2B product accounts across diverse industries

Mint Global Marketing — Creative Director | 2015 – 2019

- Led all design and UX initiatives across digital product, brand, and marketing teams
- Created and coded email systems, landing pages, and campaign websites
- Built and scaled internal design systems, boosting output by 50%
- Managed and mentored a team of 7 designers and developers
- Introduced Scrum workflows and continuous testing processes

Freelance & Comic Publishers — Web Designer & Illustrator | 2009 – 2014

- Designed web assets, branding, and illustrated comics for major and indie publishers
- Created characters, storyboards, and visual storytelling elements for IDW, Zenescope, and Blue Water Productions
- Led creative direction for branded digital experiences and art projects

Achievements

- Speaker, [UXDX 2024](#) – “How to Turn Boring into Interesting: The Magic Behind a Brand’s Soul”
- Independently designed and built [Brikks](#), a brand-governance system that generates fully branded, PowerPoint-native decks at scale.
- Scaled remote design teams and introduced agile systems across multiple orgs
- Boosted production efficiency by 50% through design system development
- Published comic artist with nationally distributed titles (IDW, Zenescope, Blue Water)

Education

BFA – Graphic Design
Florida Atlantic University, 2009