

Michael Rivera Cruz

UX | Web and Graphic Designer

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Personal summary

I am passionate about digital web, UX, and graphic design. Currently I am a web and graphics tutor where I pass on my agency knowledge to up-and-coming design students. Personal skills include creativity, reliability, hard-working and future focused.

Specialties

My specialties include UX, graphic and web design, content strategy, HTML5 / CSS3, interactive design, web animation, wireframing, illustration, storyboarding, prototyping, social media platforms (blogs, Facebook, Twitter, LinkedIn, Tumblr), email marketing and making websites responsive for mobile devices. I am also experienced in making designs print ready.

Work experience

June 2019 – Present Yoobee Colleges

Wellington, New Zealand

Web & Graphics Tutor

Teaching students problem-solving skills, UX design, web design, graphic design, to enable them to be successful in the creative industry. Curriculum development, coaching students and staff in using new digital teaching platforms developed during COVID-19 Lockdown period.

2018 – 2019 Self-employed

Palmerston North, New Zealand

Freelance Digital Product Designer

Currently helping businesses to develop creative digital content strategies for their products and services.

Skills used while Self-employed:

- User research, interviews, user centered design, and project management.

- UX strategy, wireframing, prototyping, visual design, and usability testing.
- Interactive design, UI design, web design, HTML5 / CSS3, and RWD.
- Information architecture, content flow, and content strategies.

September 2013 – January 2018 Loudhailer Design

Palmerston North, New Zealand

Web Designer / Developer

At Loudhailer I designed, developed and maintained websites. My role included creating fully responsive websites, SEO (Search Engine Optimization), setting up social media pages for clients, and liaising with clients regarding their website needs, and implementing email campaigns for our clients. Positive client feedback indicated increased traffic to websites, increased public profile due to pleasing design, and rise in Google page ranking.

Skills used while at Loudhailer Design:

- Web design, HTML5 / CSS3, Responsive web design, interactive design, and code debugging.
- Research, ideation, UX / UI design and development, wireframing, and prototyping.
- Information architecture, content flow, and content strategies.
- SEO, website analytics, and Google Analytics / AdWords to understand user behaviour.
- Graphic Design, Illustration and animation / motion graphics.
- Social media integration and email campaigns.
- Brand awareness via digital media implementation for clients and the agency.
- Content management.

Skills

Design

Illustration, drawing, and sketching.

Interaction

User research, content strategy, wireframing, prototyping, user testing, and web analytics.

Software

Adobe Creative Suite (Adobe Creative Cloud), TextMate, Apple Keynotes, InVision Studio, WordPress, and Hype 3.

Coding

HTML5 / CSS3, and Javascript.

Education

2011 Diploma in Design (Graphic)

Bay of Plenty Polytechnic, Tauranga, New Zealand.

2005 Certificate in Graphic Design

Bay of Plenty Polytechnic, Tauranga, New Zealand.

Portfolio

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Contact

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