

Ruby Galaviz

Email: rrubygalavizz@gmail.com | www.linkedin.com/in/ruby-galaviz | Sacramento, CA | 661-458-7363

PROFESSIONAL EXPERIENCE

Lead UI/UX Designer, Bay Valley Tech | Modesto, CA **June 2023 - Present**

- Spearheaded comprehensive brand identity and website design projects, leveraging user-centric design principles to improve satisfaction ratings by 15%.
- Conducted extensive user research and analysis to inform design decisions and drive user-centered solutions. Implemented findings to enhance user satisfaction, resulting in a 15% improvement in user satisfaction ratings.
- Utilized Figma for prototyping and collaborated with developers to ensure seamless WordPress implementation, reducing bounce rates by 40%.
- Led multiple teams of 12-20 members, effectively coordinating tasks, providing guidance, and fostering collaboration to ensure project success. Conducted design reviews, and created sponsorship and partnership designs.

UI/UX Intern, Valley Match | Sacramento, CA **February 2024 - July 2024**

- Pioneered innovative landing page designs and user flows, aligning closely with user-centric principles to drive increased audience engagement and retention.
- Conducted user research and usability testing to optimize design decisions, ensuring intuitive and seamless user experiences.
- Contributed to brand identity initiatives, facilitating smooth transitions during website redesigns.

UI/UX and Graphic Design Intern, Bay Valley Tech | Modesto, CA **June 2022 - June 2023**

- Coordinated the development of visually captivating prototypes, integrating UX/UI principles and user feedback analysis to deliver compelling design solutions.
- Managed the organization and execution of design projects, ensuring timely delivery and adherence to project milestones. Led UI/UX-focused initiatives to improve overall product usability and accessibility.
- Created engaging graphics for social media, increasing brand reach and user engagement significantly.

Digital Designer Specialist, The New Wave Events | Modesto, CA **March 2021 - October 2023**

- Designed and optimized event websites and promotional materials, driving a 25% increase in attendance through user-friendly designs.
- Implemented cohesive branding strategies for local talent, boosting social media engagement by 30%.
- Leveraged Adobe Creative Suite to produce cutting-edge designs aligned with trends in rave culture, enhancing audience satisfaction

TECHNICAL SKILLS

Technologies/Frameworks: Bootstrap, Adobe Photoshop, Figma, Adobe Illustrator, Wix, WordPress, Color Theory, Typography, Design Principles, User Research, Sketch, Agile Methodologies **Languages:** HTML, CSS

EDUCATION

Bay Valley Tech Code Academy

Digital Design Bootcamp

Modesto, CA

November 2022 - March 2023

California State University, Monterey Bay

Bachelor of Arts in Humanities and Communications

Seaside, CA

August 2018 - May 2021