

# MARGARITO TORRES

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## UX DESIGNER

A firm believer that the power of creativity is built on the solid foundation of research and technique. UX/UI designer experienced in Figma, double diamond theory, and creating solutions with positive experiences that meet business goals and users' needs.

## SKILLS

- Usability Engineering
- Usability Testing
- Information Architecture
- Interaction Design
- User Research & Persona Creation
- Ecommerce Website Design
- Prototyping
- Wireframe Production
- Visual Design
- Brainstorming
- Figma
- Balsamiq

## TECHNICAL PROJECTS

### **Blended Communities** - UX/UI Designer & Researcher

#### Caregiving application with high focus on accessibility

- Collaborated with one other UX Designer along with a Non-Profit partner in the Esteem Accessibility Equalithon
- Transformed a static web application into fully realized dynamic web and mobile application now with Information Architecture and Interaction Design in mind
- Engineered and integrated an accessibility tool that follows the guidelines of the WCAG 2.0
- Created both web and mobile application prototypes with interactions utilizing Figma
- Lead the initiative in redesigning the Visual Design of the application

### **Rivers & Reefs Pet Center** - UX/UI Designer & Researcher

#### Local pet store e-commerce website redesign

- Administered competitive/comparative research, and created user persona.
- Redesigned the website to implement an ecommerce functionality.

### **IHOP** - UX Designer & Researcher

#### Native IHOP iOS application enhancement by new feature integration

- Studied app, conducted competitive/comparative research, assisted with user interviews, and affinity mapping.
- Brainstormed with partners for the best design solution.

### **WeIntervene** - UX/UI Designer & Researcher

#### Parent portal addition to referral management system

- Examined existing portal for user experience improvement opportunities, conducted competitive/comparative research, assisted with user interviews, and affinity mapping.
- Assisted with visual consistency throughout the application.

## PROFESSIONAL EXPERIENCE

### **Solutions Specialist** | Verizon Wireless Highway 290 | Feb 2018 – Feb. 2021

Provided superior customer service with the goal of generating new lines of service.

- Actively listened to customers' pain points to provide them solutions that organized their lives.
- Created personal connections to make technology look simple, and support client adoption.

### **Designer Specialist** | Nordstrom Houston Galleria | May 2013 – Feb. 2018

Provided superior customer service resulting in maintaining relationships and repeat business.

- Provided honest and confident feedback to customers about style and fit that converted to sales.
- Set and achieved sales goals, for both in-store and digital selling with effective use of selling tools to align with corporate KPIs.

## EDUCATION AND CERTIFICATIONS

**General Assembly** | *Certificate in User Experience Design* | 2021

**University of Houston - Downtown** | *Bachelors of Science in Interdisciplinary Studies* | 2018

**Houston Community College** | *Associate of Applied Science in Fashion Design* | 2011