

salvador vidaurre

A W A R D W I N N I N G D E S I G N E R

job experience

UX/UI DESIGNER AT TOPSPOT | houston, tx

2018 – PRESENT

- Craft compelling web use cases for clients by understanding their needs, challenging their ways of thinking and advising them on best design, leveraging latest UX trends to increase site conversion rates.
- Create visual designs that effectively communicate product function and brand identity, including the design and production of screen layouts, color palettes, typography, and icons.
- Conduct competitive analysis for new clients and assist marketing team in defining front-end website architecture.
- Interpret analytics and heat maps data in order to strategize enhancement of existing interfaces and modify user flows to improve user experience.
- Design wireframes and prototypes with Figma and Sketch rooted on user personas and conversion paths for custom interfaces based on project scope, client requirements and brand guidelines.
- Continuously communicate with clients to provide them with status updates and website prototype demos to gather user feedback requirements for ongoing product experience updates.
- Collaborate with project managers, SEO and paid search specialists, and sales teams to understand requirements, and provide creative and functional solutions.
- Audit websites prior to launch for pixel-perfect design and functionality to ensure usability and accessibility standards are met.
- Facilitate training sessions for the design department on various topics ranging from website design standard operating procedures, cross-functional collaboration to technical skills such as user interface elements, design principles for non-designers, or video editing workflow.
- Develop training material for sales representatives to support client conversations and drive more business engagements, along with training content to upskill clients on marketing tools for continued adoption post project/campaign go-live.
- Working closely with Director of Marketing and VP of Operations to evolve TopSpot's voice, brand and visual identity to an established and mature B2B internet marketing firm.

JUNIOR GRAPHIC DESIGNER AT COMPASS GROUP | college station, tx

2017 - 2018

- Designed and produced a diverse range of graphic, print, and digital media sales collateral to support marketing needs and exceed yearly record of plans sold, totaling over 22 million revenue.
- Developed several brand identities for emerging property owned restaurants including logo, menus, menu boards, and loyalty cards
- Conceptualized and designed independently 15 to 20 projects per week, all with different timelines and deadlines.
- Proactively prepared final press-ready files based on supplied specifications for several types of printing.

JUNIOR GRAPHIC DESIGN INTERN AT VINCETTA | new york, nyc

2016

- Interpreted Vincetta's existing brand and established a more structured branding guide, design system to improve the company's visual identity in a consistent manner across multiple channels (Squarespace Website, Social Media, Magazines)
- Ideated and executed end-user packaging experience for their Fall-Winter collection. This included many iterations of postcards, posters, thank you cards, and box design.
- Developed strategy and roadmap for a guerrilla marketing advertising campaign that consisted in exposing their brand in many stores, bookstores and iconic spots around new york city.

GRAPHIC DESIGN + PR INTERN AT WEVIVA | austin, tx

2015

- Delivered design assets for website and social media efforts and developed a monthly posting schedule for fitness and wellness sessions targeted towards lower income communities.
- Introduced organization to social events such as The Annual Austin Marathon, SXSW, and ACL to promote brand awareness in the community.
- Developed an animated presentation that supported the founder in a new program pitch delivered to potential partners and donors, that resulted in fundraising over \$10,000 for the organization.

DESIGNER + MARKETING ASSISTANT AT BUENOS AIRES CAFÉ | austin, tx

2012 – 2013

- Rebranded the entire company including logo, website, food menus, wine menu amongst others.
- Managed \$3,000 monthly budget for multiple advertising projects.
- Designed an automated system to improve the efficiency of catering events planning

education

2017

**B.A. COMMUNICATION
+ VISUAL DESIGN**
Texas A&M University, tx

+1

2014 – PRESENT

**CREATIVE DIRECTOR/
FOUNDER**
START Americas Together

skills

CMS

MODx, Wix, SquareSpace

WF/PROTOTYPING

**Figma, Sketch, Invision
Studio, Adobe Xd, Zeplin**

CODING

HTML, CSS

GRAPHICS

**Illustrator, Photoshop,
Indesign**

MOTION GRAPHICS

After Effects, Premiere

SPEAKS

**Fluent English + Native
Spanish**

awards

**PLATINUM WEBSITE
AWARD**

2020 AVA Digital Awards
B2B Website Category

**BRONZE WEBSITE
AWARD**

2020 Stevie Awards
Business Services Websites
Category

learn more

portfolio: quehaysalva.com

social: [linkedin/salvidaurre](https://www.linkedin.com/in/salvidaurre)