

ALDO DE LA PAZ

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EXPERIENCE

Product Design Lead

Jul 2015 – Present

360i

New York, NY

Lead the visual & experience design of digital products for major brands. Mentor experience & interface designers, collaborate with developers & creatives, and help expand the agency's digital product design capability.

User Experience Designer

Dec 2013 – Jun 2015

Alma DDB

Miami, FL

Skillfully led the design, functionality and overall experience of interactive projects. As a key digital creative, served as an integral part of the concept process and realize the team's ideas from layout to development.

User Interface Designer

Apr 2013 – Dec 2013

EA SPORTS

Orlando, FL

Designed visually compelling user interfaces for EA SPORTS Madden NFL (mobile & console). Contributed art direction & interface design expertise to create exceptional game experiences on multiple platforms and devices.

Sr. Web Designer

May 2012 – Apr 2013

Laughing Samurai

Orlando, FL

Conceptualized and executed beautifully functional designs for web, mobile devices & email. Elevated brands through the design of various elements for print and online media. Mentored Jr. designers & developers.

Lead Designer

Aug 2010 – May 2012

Habitat Tracker, Florida State University

Tallahassee, FL

Spearheaded the design and development for mobile and web-based components of the Habitat Tracker project. Served as a mentor for a team of junior designers and developers, as well as FSU undergraduate students.

Front-End Developer/Designer

May 2009 – Jul 2010

Salter>Mitchell

Tallahassee, FL

Developed and designed interactive web applications and online media. Merged technology and design to produce stunning and functional interfaces for major US government organizations.

EDUCATION

MS, Integrated Marketing Communication • Digital Marketing

May 2012

Florida State University

Tallahassee, FL

BS, Information Technology • Web Design

May 2010

Florida State University

Tallahassee, FL

SKILLS

Digital Product Design

Digital Art Direction

Rapid Lo-Fi/Hi-Fi Prototyping

User Interface Design

Illustration

HTML / CSS / JavaScript

User Experience Design

Motion Graphics

Adobe CS, Sketch, Omnigraffle