



CIBONAY RUSSELL

Visual & UX/UI Designer

Contact

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cibonayrae.com

EXPERIENCE

UI/UX DESIGNER

Ferguson Enterprises
September 2018 - Present

- Collaborate with Product Managers, Researchers, Engineers, Designers, and Developers to define the best approach to a problem Design thinking application to the end-to-end customer experience
- Design and build phenomenal user experiences for innovative digital products within the wholesale distribution space.

UI & WEB DESIGNER

University of Miami
September 2015 - May 2018

- Assists with the design, development, program, and maintenance of websites for the School of Education and Psychological Studies
- Ensures all website content is accurate, up-to-date, and inline with branding, design and editorial standards of the University of Miami.

DESIGN & RESEARCH ASSOCIATE

The Office of
Richard Saul Wurman
May 2016 - December 2016

- Assist with design and research for Richard Saul Wurman's latest book "Understanding Understanding." Designing and selecting the various elements of visual products, including pamphlets, brochures and book utilizing Adobe Photoshop and InDesign
- Meet with management and designers to discuss and review subject matter to plan illustration projects. Set-up and operate equipment for audio recording and transcribe audio and visual recordings as needed.

GRAPHIC/UI DESIGNER & WEB COORDINATOR

The Brand Collective Inc.
March 2016 - May 2016

- Create graphics for web pages, create mock-ups and create app pages
- Collaborate with creative team on development and execution of all graphic materials and deliverables
- Design printed communications: proposals, brochures, pamphlets, newsletters, flyers, invitations, presentations, brochures, e-blasts, stationery, logos, etc.
- Use Search Engine Optimization (SEO) to increase awareness of and interest of client's websites.

MARKETING COORDINATOR

Roca Tile USA
March 2013 - January 2016

- Responsible for coordinating and creating the company's merchandising material and assisting with the marketing departments execution of the annual marketing plan to develop brand awareness
- Collaborate on developing sales strategies and brand awareness
- Design, produce and coordinate all of the merchandising/promotional selling materials such as catalogs, brochures, fliers, packaging, signage, product displays and ad hoc projects
- Responsible for all website development, design, and maintenance including online campaigns
- Responsible for the marketing material and presentations created for the company's products at large hardware retail stores, like Home Depot, Floor and Decor and other nationwide distributors
- Create social media campaigns and press releases
- Organize all the company's trade shows nationwide including flooring shows like Coverings, plus architects and interior designer's shows such as ICFF NYC
- Design and assist in the remodeling of the company's showrooms in New York, Chicago, Houston, Los Angeles and Miami
- Kept track of stock of various warehouse samples and over 50 merchandising materials.

SKILLS

SOFTWARE

InDesign, Photoshop, Illustrator, Dreamweaver, Experience Design, Premiere Pro, After Effects, Sketch, Axure, InVision

DESIGN & RESEARCH

Project Management, Generative Research, Evaluative Research, Prototyping, Photography, Videography, 360 Videography

CODING

HTML, CSS, Javascript, jQuery, CMS (Wordpress, Magento), Highcharts, frameworks (Bootstrap, Foundations)

EDUCATION

UNIVERSITY OF MIAMI

M.F.A., Interactive Media
Focus: UX/UI, Data Visualization
2015 - 2017

UNIVERSITY OF MIAMI

B.S., Advertising, Cum Laude
Minor: Marketing
2013 - 2015

UNIVERSITY OF SUSSEX

B.A., Media Practice
Exchange Semester in England
2014

MIAMI DADE COLLEGE

A.S., Graphic Design
Highest Honors
2011 - 2013

MIAMI DADE COLLEGE

A.S., Web Design
Highest Honors
2011 - 2013

MIAMI DADE COLLEGE

A.A., Computer Arts Animation
Honors
2011 - 2012