A | P A R A S

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SITE: www.starmeats.com

SKILLS

AFTER EFFECTS
ANIMATE
FIGMA
ILLUSTRATOR
INDESIGN
PHOTOSHOP
SKETCH
UX/UI

Familiar with

HTML/CSS
JAVASCRIPT

I'M ALBERT PARAS. I CRAFT EXPERIENCES.

I am a San Francisco-based Visual & UX/UI Designer . I want to understand people. I realize the importance of empathizing with them and using these insights to craft a more meaningful user experience whenever possible. I take great pride in my strong problem-solving skills and my ability to come up with innovative design solutions that positively affect the way that a user interacts with a design. I play well with others and I never run with scissors.

EXPERIENCE

JANUARY 2021 - JUNE 2022
TILE - FREELANCE PRODUCT DESIGNER & UX/UI INTERN

Implemented the new Tile Design System using Figma. Optimized app flows in Figma to be more efficient and intuitive. Created product activation videos for the Tile App using After Effects. Assisted in the redesign of the corporate website by using Figma to reformat design layouts to use our existing design system. Special projects included determine a method to encourage users to activate multiple Tile devices and a developing a method for the Tile user to determine the battery health status of their device.

JANUARY 2015 - DECEMBER 2018
SAN FRANCISCO ELKS LODGE #3 - FREELANCE GRAPHIC DESIGNER

Directed the re-branding of The Lodge - Produced a number of Lodge T-shirt designs that generated over $40,000 in revenue for various charities. Designed various emails for Lodge events. Performed design and production tasks for the new Lodge website - submitted design proposal, created information architecture, generated wireframes, selected WordPress template and designed visual elements for the site.

AUGUST 2015- OCTOBER 2016
LOGITECH - FREELANCE PRODUCTION DESIGNER

Assisted with the Logitech website relaunch, brainstormed methods of implementing a better user experience for the site. Cropped and resized images. Removed backgrounds from images, retouched product shots. Created various composite images displayed throughout the site. Kept the asset libraries organized.

EDUCATION

WHENEVER POSSIBLE
COLLEGE STUDENT

Sharpening my skill set with continuing studies in Advertising, After Effects, UX/UI and Web Production and more.

CENTER FOR ELECTRONIC ARTS
Certificate in Web Design

SAN FRANCISCO STATE UNIVERSITY
Graphic Design and Conceptual Design

CITY COLLEGE OF SAN FRANCISCO
Multimedia Studies

MARCH 2011 - MARCH 2015
AMOBEE (FORMERLY KONTERA) - WEB DESIGNER

Utilizing Flash, HTML and JavaScript, designed and produced high-impact custom rich media formats including display ads, video ads, mobile ads, social-networking ads and overlay content ads. Streamlined the production process by creating templates of existing ads with more efficient code and components. Mentored interns. Clients Include: Intel, Johnson & Johnson, Disney, Samsung, EMC, Dell, Citroen, Procter & Gamble and Sony.

MAY 2009- DECEMBER 2010
BETAWAVE - SENIOR INTERACTIVE DESIGNER

Utilized emerging media technology in designing from concept to completion, custom page overlays, rich media video ad units, sponsored game pages, for clients such as Lucasfilm, Cartoon Network. Warner Brothers, 20th Century Fox, Hasbro, Kellogg's and General Mills. Mentored various interns.