

ARTURO DUENAS

Senior UX/UI and Graphic Designer

Creative thinker and collaborative partner with 7+ years design experience supporting business needs.

EXPERIENCE

Aerus — Manager of Marketing Technology and Front End Designer

Dallas, TX | September 2014 - present

- Lead designer, supervising and training 2 jr designers and designing Aerus platform for the ground up over the last 7 years.
- Collaborated with dev ops engineers and leadership to design and build out the company platform based on business needs.
- Designed promotional and marketing campaigns that resulted in an estimated 40% increase in user engagement.
- Monitored and maintained 2+ websites for the ecommerce department at a time and created additional web pages for in house marketing as needed.

PixelArt — Graphic Designer

Dallas, TX | May 2010 - August 2014

- Overhauled website and created layout of designs including flash banners, logos, print stationary and magazine ads.,
- Designed marketing and promotional campaigns across social media channels increasing user engagement by estimated 30%
- Assisted design team lead in creating design templates and digital art of over 50+ pieces using photoshop.
- Created design templates and style guides..

2508 Design — Graphic Designer

McKinney, TX | May 2013 - November 2013

- Collaborated with leadership to develop high end website mockups and wireframes.
- Developed over 50+ illustrations, logos, and infographics.

ENTREPRENEURSHIP

Art of Graphics LLC — Designer and Owner

Remote | Sept 2008 - present

- Collaborate with small business owners to develop print marketing materials and develop websites using HTML and wordpress in the Dallas-Fort Worth Metroplex.

arturoduenas.com

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(214)815-0653

EDUCATION

Collin County College,

Associates Degree in
Applied Science

Graphic Design Technology

Coursera Google Certificate

User Experience (UX) Design

SKILLS

RESEARCH

Heuristic Evaluation

Competitive Analysis

DESIGN

UX Design

Visual Design

Web Design

Graphic Design

Information Architecture

Personas

Journey Mapping

Storyboarding

Rapid Prototyping

Wireframes

Ecommerce

TOOLKIT

Adobe Creative Suite:

Illustrator

Photoshop

After Effects

Premiere Pro

InDesign

Prototyping:

Sketch

Figma

Adobe XD

Zeplin

Development:

Professional Level Knowledge:

HTML/CSS

Wordpress

Basic Level Knowledge:

React

Python

Javascript