

CYNTHIA MORALES

SENIOR VISUAL DESIGNER & UX/UI DESIGNER

AREAS OF EXPERTISE

My evolution as a designer began with architecture, a solid traditional foundation, on which I built my visual design communication skills and expanded to developing user experiences.

As a seasoned professional in digital and print projects, I have led the design in branding, brochures, white papers, direct mail, posters, infographics and art/photography direction. I have also consulted with leadership and stakeholders on conceptualizing presentations, strategy and storyboarding.

For my professional development I've added UX/UI Design to my toolkit. My UX/UI background includes creative research, persona scenarios and profiles to help ensure delivery of mobile apps that employ best practice solutions. My development of design is through sketches, wire framing, annotated comps development, and usability testing. I'm looking to join a company that can make use of my diverse background and design skills.

EXPERIENCE

MANAGER OF CREATIVE SERVICES | JUN 2017 - CURRENT *Texas Hospital Association, Austin, TX*

- » Principal designer for the marketing team's collateral, presentations, infographics and whitepapers in the THA organization. Worked in partnership with the Strategic Communications Team in the production of advocacy materials for Texas hospitals.
- » Managed various contractors for project needs to visualize, conceptualize and produce materials for collateral in THA's internal family of companies.
- » Worked with website developer to fit the requirements and expectations for users to the THA website.
- » Photographer for the THA organization.

MANAGER OF CREATIVE SERVICES | DEC 2015 - OCT 2016 *Service Source International, San Francisco, CA*

- » Managed design development for effective presentations, communication of ideas and concepts for collateral at a 3000+ international company. Led brand strategy, art direction and contractor/vendor relationships for creative presentations.
- » Transformed conceptual ideas into well-structured, efficient, user experiences.
- » Tailored existing experiences to fit the requirements and expectations of modern users of the Service Source website.

CONTACT

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QUALIFICATIONS

Technical Proficiency: Adobe Creative Cloud including Illustrator, Photoshop, InDesign, XD, Acrobat, Sketch 3.0, Invision, Flinto, Powerpoint, Sharepoint, Word, Excel and AutoCAD.

Skills: UX/UI Design, Conceptualization, Creative Direction, Print Design, Print Management/Production, Identity Design, Wire Framing, User Research, Prototyping, Client Presentation, Strategy, Brand Implementation and Photography.

EDUCATION

USER EXPERIENCE DESIGN CERTIFICATE
General Assembly
San Francisco, CA

BACHELOR OF ARCHITECTURE
Kansas State University of Architecture
Planning and Design
Manhattan, KS

GRADUATE PROGRAM IN REGIONAL & COMMUNITY PLANNING CERTIFICATE
Kansas State University
Manhattan, KS

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EXPERIENCE CONTINUED

SENIOR VISUAL DESIGNER & UX DESIGNER | APR 2013 - NOV 2015

Kaiser Permanente Digital Health Technology & Strategic Initiatives, Oakland, CA

- » Led brand strategy, art direction, client management and project management.
- » Managed mid-level and junior designers for presentations that required information collection, process implementation and conceptualization.
- » Designed infographics for data visualizations to highlight key business drivers.
- » Collaborated directly with Senior Vice President and Executive Directors for presentations for high-level financial, strategic initiatives for the CIO.
- » Led *Everybody Walk* mobile ideation user experience sessions for the Mobile Center of Excellence group.

SENIOR GRAPHIC DESIGNER | JUN 2010 - APR 2013

Newmark Knight Frank Capital Group, San Francisco, CA

- » Solely managed creative services for corporate branding and marketing initiatives for the NKF C&CC Capital Services Real Estate Group.
- » Led creative direction, presentations, print and web design, white papers, brand strategy and implementation, client management, project management and contractor/vendor relationships.
- » Quality assurance of marketing materials, environmental graphics, graphic design and software training.

VISUAL COMMUNICATIONS CONSULTANT | OCT 1997 - MAY 2010

Various Architectural Firms, San Francisco, CA

- » Assisted firms with project graphic needs and worked with technical staff to visualize and produce graphic materials for proposals and architectural projects.
- » Worked directly with firm principals on short- and long-term marketing initiatives and deliverables.
- » Designed and produced marketing proposals, presentations, and acted as liaison between marketing and the technical staff to create seamless visualization for marketing and architectural projects.
- » Served as architectural designer across all phases of architectural projects for civic, residential and hospitality projects.

PROFESSIONAL ACTIVITIES

Kaiser Permanente Kids & Technology :

Oakland, CA - Volunteer

Kaiser Permanente + American Heart Association :

Oakland, CA - Volunteer

Alameda Food Bank :

Alameda, CA - Volunteer

Leukemia & Lymphoma Cancer Society :

San Francisco, CA - Campaign Committee