

[UFZ]

I'm Uriel Zarate and I am a designer driven to make a positive impact on our society. My passion lies in creating designs that integrate well with human behaviors and help establish meaningful relationships between people & products.

CONTACT

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urielzarate.com

EDUCATION

California College of the Arts |
BA in Interaction Design
San Francisco, CA (Grad. 2017)

LANGUAGES

English (Fluent)
Spanish (Native)

SKILLS

Adobe CC
Brand Development
Arduino
HTML & CSS
Invision
Interaction Design
Javascript
Photography
Prototyping
Storyboarding
System Diagrams
Usability Testing
User Research
User Experience
Wireframing

EXPERIENCE

Pacific Gas & Electric | Product Designer

San Francisco, CA (Jan 2018 - present)

Responsible for end-to-end development and implementation for new products (mobile). Designed products that achieved a high-level business impact, including wildfire safety inspections, gas leak survey identification and rechecks, aerial indication surveys and electric patrols. Contributed to company re-branding efforts by building interaction pattern elements. Led efforts to drive consistency between products by creating a process handbook that provided tools for product delivery. Conducted user research, field testing, and stakeholder interviews to develop new personas and determine new product directions.

Trophiz | User Experience Designer

Palo Alto, CA (Aug 2016 - Aug 2017)

Led user research, created workflows, wireframes, prototypes, animations and finalized user interface design. Drove design direction by testing a range of design concepts. Developed compelling product experiences for a complex social platform. Worked closely with developers to deliver features incrementally.

CCA | Media Center Monitor III

San Francisco, CA (Aug 2015 - June 2017)

Would circulate, maintain and inventory the Media Centers resources. Set up and troubleshoot classroom equipment, provide demonstrations and tend to customers with a professional attitude. Oversee the Hybrid Labs technology (3D printers, PC Mills, Soldering Stations, Sewing Machines, etc) Help with students' electronic projects as well as tutor them on Arduino (C++).

TripAdvisor | User Experience Design Intern

Palo Alto, CA (May 2016 - Sept 2016)

Created wireframes, drafted solutions, and created polished UI designs. Worked closely with other design leads and product managers to understand use cases. Conducted usability research and testing to validate assumptions about the proposed solutions.

EOS Agency | Graphic Designer

Santa Barbara, CA (Sept 2014 - Aug 2015)

Designed, developed, and implemented packages, prints, and websites that would facilitate client involvement and reach business goals. Contributed to the branding of multiple companies which meant being in close communication with the client and providing visual presentations that would highlight design solutions.