



Rodrigo Motta

Visual & Interaction Designer

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Summary of Qualifications

- Over 10 years of user interface design experience comprised of web site design, web, desktop and mobile applications
- Strong visual design skills and knowledge of the user interface design process and deliverables throughout the development lifecycle: requirements refinement, task flows, storyboards, wireframes, mock-ups, prototypes, and detailed design documentation
- Adept at delivering high-quality interfaces by applying proven design principles obtained from experience, industry convention, trends and scientific research
- Usability work includes task and object analysis, card sorting, heuristic evaluations, user personas, and scenarios
- Extensive experience on branding, content delivery, graphics optimization, browser compatibility, internationalization, accessibility, and search engine optimization
- Extensive experience with color, typography, iconography, logo, and print design
- Professional use of: Dreamweaver, Fireworks, Photoshop, Visio, Axure, MS Office, HTML, XHTML, JQuery, CSS3, PHP, Adobe Flash, Wordpress, PVCS, Windows and Mac OS
- Proficient on using rapid prototyping tools: Axure, Vizio, Indesign/Illustrator, HTML and Photoshop
- Strong people skills with the ability to assume leadership roles in team environments
- Fluent in English and Portuguese, working knowledge of Spanish.

Professional Experience

Intuit, Inc. (Accounting Professionals Division) | San Diego, CA | May 2010–Current

Web Designer

- Initiated, developed and helped drive the adoption of measurable process improvements such as: creation of a design assets library, visual style guide compliance, web marketing input document and creative brief
- Optimization of the web sales process through A/B and multivariate testing: Created high conversion pages and landing pages
- Used judgment derived from reviewing quantitative and qualitative data, from working with customers and web analytics data, to validate designs and suggest solutions that optimize among customer needs, business constraints and technological realities.
- Worked in full collaboration with Web Marketing Managers and Web Developers to apply strategic thinking to create a delightful prospective and existing customer experiences for two successful QuickBooks launches.

- Worked in collaboration with agencies to apply design best practices, deliver the customer benefit, and build upon and expand established style guide and UI patterns library.
- Designed UIs with the overriding need to make things exactly as simple as they can be (and no more): Cart and checkout redesign concept, online renewal process for tax products, and more.
- Interviewed, hired and mentored less experienced web designers
- Conducted prototyping and usability sessions
- Created HTML/CSS/JQuery code snippets to help reduce design production and development time.

Mitchell International | San Diego, CA | Apr 2008–May 2010

Sr. User Experience Visual Designer

- Delivered design concepts on client facing projects and provided design support
- Provided user interface design and guidance for the company's web and desktop applications
- Introduced user-friendly and modern design styles into technical web and desktop applications that improved user experience and efficiency
- Produced wireframes, visual mock-ups, task flows, and UI specifications to assist with business socialization and approval
- Built upon and expanded established style guides and UI patterns
- Created initiative to define Interaction Design's deliverables to software engineers
- Translated business requirements by working with Product Management, Business Analysts, Subject Matter Experts, and Developers
- Conducted prototyping and usability sessions

USRelay Managed IP Video | San Diego, CA | Oct 2005–April 2008

Sr. User Experience Designer/Interactive Marketing

- Directed conceptual, strategic, and tactical creation of live streaming video services for the tourism, leisure and construction markets
- Designed innovative user-interface for live interactive streaming video applications for ski & leisure resorts, theme parks, and construction companies
- Led and coordinated a cross-functional design and marketing team
- Managed online marketing initiatives such as news releases, case studies, email campaigns, blog, social media, and SEO.
- Participated at ski resort industry trade shows to introduce live interactive video solutions.

Dotworkz Systems/Webcamproshop.com | San Diego, CA | Nov 2001–Oct 2005

Sr. Web Designer/Interactive Marketing

- Visual identity/rebranding of all company's divisions, products and services.
- Designed and coded (HTML, CSS, Javascript) the company's corporate and ecommerce websites
- Led and coordinate a cross-functional design and marketing team
- Participated in the innovation of products for the IP video surveillance market
- Managed online campaigns and search engine optimization projects.
- Coordinated Website usability and popularity: User experience research and analysis

- Trade show coordination, booth design and marketing collateral.

Guiaonde.com.br | Sao Paulo, Brazil | Apr 1999–Jul 2000

Web Designer

- Visual identity and marketing collateral for new entertainment website portal
- Website design projects for company's clients
- Designed and managed content of a new intranet system for the company.

DPZ Duailibi Petit Zaragoza Advertising | Sao Paulo, Brazil | Oct 1998–Apr 1999

Junior Art Director

- Delivered creative designs for million-dollar corporate contracts under extremely tight deadlines with the supervision of creative director
- Coordinated with freelance designers, photographers, consultants, and vendors to meet all project requirements
- Participated on award winning campaign "Milenio" for brazilian bank Itau

Education

University of California, San Diego | 2008

Certificate in Business Management with Specialization in Marketing Communications

Billy Blue School of Graphic Arts | Sydney, Australia | 2001

Associate in Design: Symbols, Pictograms and Logos

FAAP (Fundacao Armando Alvares Penteado) | Sao Paulo, Brazil | 2000

Bachelor in Industrial Design, Professional Qualification in Visual Communications

Awards

- FAAP - Winner of Best Logo and corporate identity contest for MBA - Marcas Brasileiras Administradas.
- Participated on award winning campaign "Milenio" for Brazilian bank Itau.