Angelo Vergara
408.952.9455
angelosvergara@gmail.com

SUMMARY OF QUALIFICATIONS

- Extensive experience in the areas of brand identity and interactive visual design with ability to effectively manage any project throughout the development life cycle

- Solid user-interface, user experience and interactive design and production skills with thorough knowledge of current industry applications, methodologies, trends and best practices

- Ability to take a data-driven, iterative and user-centered design approach to all design problems in order to meet user needs and business objectives

- Firm knowledge of Agile methodologies as it applies to the web development cycle as well as experience working closely with Web Developers, Information Architects, Web Strategists and User Experience Designers

- Strong project management and organizational skills as well as ability to multitask and meet tight deadlines while maintaining a high standard of quality and attention to detail

- Exceptional problem solving skills with ability to work creatively and efficiently within multiple parameters and guidelines

- Ability to work collaboratively with cross-functional teams or with external vendors, agencies and consultants

- Strong initiative and aptitude for learning with ability to work effectively and efficiently with minimal or no supervision

SKILLS

Well versed in the following software and disciplines: Figma, Adobe Creative Cloud apps including Illustrator, Photoshop, InDesign, Acrobat, XD, After Effects, Media Encoder and Adobe Experience Manager, Principle App, Vev, Miro, Jira, Balsamiq, Office 365, Keynote, interactive prototyping, wireframing, HTML/CSS, Responsive Web Design, Generative AI

WORK EXPERIENCE

Lead UI/Visual Designer
Cloud Software Group, Santa Clara, CA   October 2022 – present

- Responsible for the design and production of six business unit websites, collaborating closely with Web Strategy, UX, Production and Development as well as the Product Marketing leaders of each business unit

- Leading the web design direction of each of the six business units as well as contributing to the overall design and development of their corporate brand visual identity working closely with corporate brand designers

Sr. Visual Designer
Citrix Systems, Santa Clara, CA   June 2011 – October 2022

- Developed brand supporting Visual and UI designs in the maintenance and optimization of the Citrix corporate site in collaboration with UX Designers, Information Architects, Content Strategists and Web Developers, often within an Agile development environment

- Worked with Web Strategists and UX Designers to constantly test and iterate on various sections of the corporate site in order to improve the user experience that would result in increased click-through rates, higher user engagement and qualified leads that eventually lead to conversion

- Provided creative design services for on-going customer facing projects in support of Sales and Marketing initiatives, in addition to internal facing, employee related programs

- Became a steward of the corporate brand by ensuring that all corporate assets, internal and external, across all departments adhere to established brand guidelines thus maintaining brand equity and consistency
- Provided support and leadership to other team members requiring creative input or guidance often taking on Art Director duties

Sr. Visual Design Consultant
PayPal, an eBay company, San Jose, CA,   February 2011 – June 2011

- Provided Visual Design support for Consumer and Merchant product pages, creating pixel specific page designs based on wireframes and documented User Experience standards
- Worked with Interaction Designers in the design and pixel specification of product pages as well as mobile properties
- Designed and developed various marketing and product visual design assets such as icons and technical diagrams

Sr. Visual Designer
Cisco Systems, Collaboration Software Group, Santa Clara, CA   November 2007 – February - 2011

- Provided creative services in the areas of brand, UI and user experience design to internal clients, including program management, sales, engineering and web services
- Developed concepts and final designs for a variety of marketing mediums such as email and landing pages, web banners, microsites, web pages and graphics, posters, brochures, trade show graphics, iconography and logos
- Contributed to the development, design and implementation of creative assets used in various brand and lead generation campaigns for both print and web/interactive media
- Designed and produced web pages and graphic assets for the continued enhancement, design and development of webex.com while participating in user experience efforts such as user testing, page optimization for SEO, prototyping, and A/B testing
- Ensured that all creative assets adhere to corporate brand guidelines by performing design reviews and critiques

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EDUCATION

B.F.A. Graphic Design
California State University Fullerton, Fullerton, CA

A.A. Graphic Design
Pasadena City College, Pasadena, CA

LINKS

www.angelovergara.com (portfolio)

linkedin.com/in/avergara (LinkedIn)

angelovergaradesign (Instagram)