

## PROFESSIONAL SUMMARY

Passionate and skilled visual design professional with 15+ years of hands-on experience consistently delivering innovative, high-quality, results-oriented work in the areas of brand, interactive web and user-interface design. Well versed in the latest industry applications and highly knowledgeable of current design trends and best practices, continually taking a user-centered, iterative and data-driven design approach to successfully meet user needs and align with business objectives. Highly collaborative and team focused with strong interpersonal skills and thrives in an agile, cooperative work environment while successfully managing and completing individual tasks.

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## SKILLS

Figma | Adobe Creative Cloud | Illustrator | Photoshop | InDesign | XD | After Effects, Media Encoder | Adobe Experience Manager, Principle App | Vev | Miro | Jira | Balsamiq | Office 365 | Keynote | Interactive prototyping | wireframing | HTML/CSS | Responsive Web Design | Generative AI

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## EMPLOYMENT HISTORY

### Lead UI/Visual Designer

Cloud Software Group, Remote

October 2022 – August 2024

- In close collaboration with Brand as well as Web Strategy, UX and Product Marketing, lead the design direction of six business unit websites and contributed to the overall visual design and development of their corporate brand identities.
- Successfully developed and presented design concepts and visual design directions of all business unit websites to Product Marketing and Executive Leadership resulting in distinct and effective web presences that increased interest in corporate and product offerings.
- Continuously worked with cross-functional teams to implement innovative design strategies based on user-testing and site metrics to improve website performance.

### Sr. Visual Designer

Citrix Systems, Santa Clara, CA

June 2011 – October 2022

- Developed and implemented innovative visual designs for internal corporate initiatives as well as customer-facing brand, sales, and web marketing efforts, which enhanced brand recognition and value, provided sales and marketing teams with valuable resources to pursue leads, and elevated the Citrix corporate identity resulting in a unified brand experience across all touchpoints.
- Through agile methodologies, collaborated with Web Strategists, UX Designers and Development to test and optimize key product sections of the corporate website to increase usability and improve the user experience resulting in an increase in click-through rates and higher user engagement.
- Provided design feedback and guidance for all in-house and external agency work ensuring a consistent brand expression across all internal and outbound marketing programs.
- Mentored junior designers, onboarded new team members and provided guidance and leadership to other colleagues fostering a culture of collaboration and camaraderie.

### Sr. Visual Design Consultant

PayPal, an eBay company, San Jose, CA,

February 2011 – June 2011

- Successfully enhanced consumer and merchant product pages by crafting precise visual designs based on wireframes, aligning with established User Experience and Accessibility standards.
- Collaborated with interaction designers to create and document detailed product and mobile page specifications and guidelines resulting in a seamless design hand off to the development team.
- Developed marketing and product assets for WebEx.com, including icons, illustrations and marketecture diagrams, enhancing the visual appeal, leading to a more pleasant and delightful user experience.

**Sr. Visual Designer**

Cisco Systems, Collaboration Software Group, Santa Clara, CA

November 2007 – February - 2011

- Designed and produced optimized UI/UX assets for internal clients such as Web Marketing and Web Development, enhancing user experience and brand consistency.
  - Developed a wide variety brand and marketing materials, including web banners, landing pages, emails, brochures, signage and conference designs, leading to increased lead generation.
  - Produced web page designs for WebEx.com based on data acquired from various testing methods, resulting in improved user experience and SEO ranking.
  - Ensured adherence to brand guidelines by conducting design reviews and providing constructive feedback, effectively broadening the corporate identity.
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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

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**LINKS**

[www.angelovergara.com](http://www.angelovergara.com) (portfolio)

[linkedin.com/in/avergara](https://www.linkedin.com/in/avergara) (LinkedIn)

[angelovergaradesign](#) (Instagram)