

# PORFIRIO MORENO ORTEGA

User Experience Designer

## CONTACT

📧 porfiriomoreno.com  
@ porfiriomoreno27@gmail.com

## EDUCATION

**B.S in Interaction Design**

**A.S in Graphic Design**

Santa Monica College

## DESIGN SKILLS

Intermediate:

UX Design, UI Design, User Research,

User Flows, Personas, Wireframes,

Prototyping, Motion Design, Storyboarding,

Usability Testing, Visual Design

Novice:

Design Systems, Mixed Reality (AR/VR),

3D Modeling

## TOOLS

Advanced:

Figma / Sketch / Adobe XD

Intermediate:

Photoshop, Illustrator, After Effects, Fusion

360 / Blender, Principle / ProtoPie

## CODE

Novice:

HTML/CSS, JavaScript

## RECOGNITION

Adobe Creative Jam: Third Place

UI Designer and UX Researcher | 2020

## ACADEMIC EXPERIENCE

**12 Stories** | UX Designer

Partnership with IDEO and Beyond12 | Spring 2021

- Collaborated in a small team to develop the experience for a physical and digital space that empowers college students.
- Utilized human-centered design methodology to drive iterative research, design, prototyping, and testing activities.
- Provided analysis that identified guidance for inclusive design strategies.

**Call Of Duty Companion App** | UI/UX Designer

Partnership with Activision | Fall 2020

- Collaborated in a team to ideate and design new concepts to increase app engagement.
- Developed core UX experiences based on research, interviews, and testing feedback.
- Served as lead UI Designer, utilized an established style guide to design an interactive high-fidelity prototype in Figma, and presented to stakeholders.

**Contender: Boxing Wearable** | Product Designer

Independent Project | Fall 2020

- Independently developed a wearable concept that services novice and expert boxers train and maintain a proper boxing stance.
- Developed 3D renderings and the user interface design to pair the wearable.

## EXPERIENCE

**Santa Monica College** | Graphic Designer

Marketing Department | Jan 2022 - Present

- Currently designing promotional materials such as web banners and flyers.
- Conducted content inventory and created a sitemap that informed the website redesign that provides resources to students and faculty regarding Covid-19.

**Snap Inc.** | Augmented Reality Designer

Snap Lens Academy Apprenticeship | Jul 2021 - Aug 2021

- Developed and optimized original 3D animated assets to be implemented in an Augmented Reality Experience.
- Collaborated in a team and deployed an immersive interactive AR Lens based on a mural.
- Produced a video and utilized storytelling techniques to showcase an Augmented Reality Lens experience.

**Freelance Designer** | Graphic Designer | Web Designer

Mar 2016 - Dec 2018

- Developed wide range of brand collaterals and visual designs including: posters, business cards, website design, and animated graphics.