RAY FLORANT

USER INTERFACE DESIGNER

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WORK EXPERIENCE

SENIOR UX+UI DESIGNER

AppGuard Inc | 2018 - Present | *Cybersecurity Software*

- Designs modern user interfaces for global cybersecurity products for use on smartphones, tablets, and desktops based on high-level functional requirements.
- Directed various UX research methods, including in-house user testing, heuristic evaluations, personas, cognitive walkthroughs, and user stories.
- Redesigned a desktop web application to manage security software incorporating UX research findings and testing results.
- Manages the holistic design process from research and branding, to wireframes and mock-ups, to high-fidelity prototypes for developer handoff and feedback.
- Works directly with developers and C-Suite stakeholders in a fast moving, Agile environment to develop innovative software applications for a global market.

WEB & GRAPHIC DESIGNER

Epiphany Productions | 2016 - 2018 | *Web Design & Business Development*

- Designed and managed 10+ public and corporate facing websites, applying user-centered design practices for a variety of stakeholders. Clients included political organizations, members of congress, and international non-profits.
- Utilized modern UX design processes including user stories, wireframing, and prototyping into the development of websites, database portals, and apps.
- Won contracts from multi-million dollar revenue private-sector organizations to provide web services, data migration, and CRM software solutions.

GRAPHIC DESIGNER

RideNow Powersports| 2014 - 2016 | *Powersports Management Company*

- Created innovative user interface prototypes for marketing software and designed engaging point-of-purchase displays.
- Designed three in-house individual motorcycle accessory product brands from the first naming ideation stage through packaging and final production.
- Created web and print designs within existing brands for Honda, Yamaha, Harley Davidson, Ducati, and Bombardier supporting 30+ retail stores in 11 states.

PRODUCT DESIGNER

Augenstien Design | 2013 | *Product Design Firm*

- Engaged in collaborative team product ideation in a multi-lingual European office.
- Performed product testing, benchmarking, as well as new product prototyping.
- Created 3D models and simulations of refined product concepts.
- Led presentations of visual renders of finalized products at client meetings.

EDUCATION

BS | PRODUCT DESIGN
Barrett, the Honors College
Arizona State University
3.85 GPA | 2014

UX DESIGN CERTIFICATE
Thinkful Academy
2017

SKILLS

INTERFACE DESIGN

USER EXPERIENCE DESIGN

GRAPHIC DESIGN

BRANDING

WIREFRAMING

PROTOTYPING

USER RESEARCH

USABILITY TESTING

ASSET MANAGEMENT

WEB DESIGN

ANIMATION

TOOLS

ADOBE XD

SKETCH

ILLUSTRATOR

PHOTOSHOP

AFTER EFFECTS

HTML/CSS

INVISION

PROTOPIE

LOTTIE

JIRA