

TRINIDAD M. PEÑA

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SUMMARY

Award-winning UX designer, creating beautiful things that inspire connection and drive engagement.

Winner of 6 Graphic Design USA awards.

SKILLS

Sketch, InVision, Marvel, Abstract, Adobe Creative Suite (Photoshop, Illustrator, InDesign, and After Effects), Google Apps Suite, MS Office, Working knowledge of HTML, and CSS

Organized with attention to detail and a keen eye for layout, typography, color and accessibility issues

Excels at meeting demanding deadlines, managing process and working on multiple projects in fast-paced agile environments

Problem-solving in collaboration with team members to achieve an end result that is creative, on-brand, on-budget, on-deadline and user-focused

EDUCATION

Art Institute of Philadelphia

Degree: Visual Communications

PORTFOLIO

www.trinidadpena.com

WORK EXPERIENCE

Travel + Leisure Co.

Senior UX Designer | 2018-Present

- Use analytics, research insights, competitive analysis, and customer feedback to create dynamic solutions
- Create lo-fi designs - user journeys and wireframes
- Create hi-fi designs - use strong visual design skills to build mock-ups of UI and click-through prototypes
- Create a visual language for digital properties to be implemented through a component-based design system
- Present work with supporting documentation around design decisions to various teams and senior leadership

New York Life Investment Management

Visual and UI Designer | 2008-2018

- Interactive design of responsive marketing materials, such as landing pages/microsites with 45,000+ monthly visitors
- Visual design/maintenance of a blog with 1,000,000 + yearly visitors and development of infographic/chart guidelines for brand consistency and maximum usability of data
- Developed collateral such as motion graphics, animations, e-cards, and multi-part campaigns, from storyboards to execution of final asset with 84% engagement scores
- Visual design/maintenance of corporate websites including redesigns, improvement of UI and working with developers to convert legacy sites into mobile/responsive designs
- Collaboration with product managers to develop interactive digital marketing materials that work for different platforms, including paid and organic social media

Edgell Communications

Art Director of 2 trade publications | 2001-2008

- Coordinated and art-directed photo shoots, designed cover concepts, marketing pieces such as ads and media kits
- Design of magazine features and departments from concept to final production including creating printer ready PDFs
- Redesigned and created style guides for 2 magazines to create a more consistent look and strengthen the brand