

Carlos R. Cañas

Designer

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Ancestry.com San Francisco, Ca. { Feb. 2017 - Present }

Senior UX Designer / Prototyper

Lead the UX prototyping effort with flexibility to support various teams in solving problems to increase customer engagement, conversion, and delight across the Ancestry Family History and DNA web and mobile products.

Other duties:

- Collaborate with UX team members and product managers to develop interactive and clickable prototypes that help improve the design and usability of new and existing product features.
- Help organize design sprints and rapid prototyping brainstorm sessions.
- Established and lead the motion department at Ancestry, advocating for the use of justifiable motion in our products.
- Research and prototype animations using frameworks such as Lottie for proof of concept and aiding the process of development and shipping.
- Work on the systems team to define new UI components and product design standards.
- Organize and maintain the pattern library for the UX team.
- Create internal prototypes to help socialize and test usability of new UI elements.

StyleSeat San Francisco, Ca. { Feb. 2016 - Jan. 2017 }

Product Designer

Lead product designer on the Supply Core experience team for the StyleSeat mobile and desktop application.

- Re-designed the signup flow which led to a higher increase in conversion.
- Worked with product manager to handle all user research and testing sessions including in-person and phone interviews, visiting client locations, and online surveys.
- Iterative approach to design process in order to ship out and improve upon new features through data analysis, A/B testing cells, and customer service feedback.
- Worked closely with various levels of stakeholders to help leverage our customer needs with our business goals in order to deliver best possible solutions to help drive our pro growth numbers up.

Deluxe Distribution San Francisco, Ca. { Jul. 2007 - Jan. 2016 }

Interactive / Motion Design Lead

Led design and development of all interactive projects for all company brands from concept and information flow to design, development, launch, and promotions through social media, web banner ads, and video pre-rolls.

- Worked with owners on strategy and planning of the user experience for all interactive products.
- Initiated a mobile-first approach to web development for the company.
- Collaborated with marketing director to conceptualize titles, motion graphics and special effects for promotional videos.
- Introduced online advertising methods to the company through banner ads and pre-rolls for targeted media outlets.
- Brought awareness of the importance of branded motion graphics in promotional online skateboarding videos.
- Ran the company's web and online media departments.

Young & Rubicam San Francisco, Ca. { Nov. 2004 - Jun. 2007 }

Senior Designer, Interactive Art Director

Design lead on many customer facing interactive experiences and art directed a number of interactive campaigns for high profile clients.

- Oversaw complete process of interactive projects from concept to finished product.
- Worked with account managers, creative directors and interactive team to achieve seamless brand solutions for campaigns across all mediums.
- Developed prototype websites for new client pitches.
- Worked as team leader on several time sensitive projects for high-profile clients.
- Re-designed and helped code and develop the Young and Rubicam San Francisco website.

Partial client list included NCAA, Dr. Pepper, 7-Up, Sunkist, MSN, Cadence, MSNTV, Hitachi, Chevron, Invisalign, Foster Farms, and Palm.

EDUCATION

Codepath

San Francisco, Ca. { Fall 2015 }

iOS (Swift) for Designers

8 week intensive boot camp focused on using and customizing native iOS UIKit with Swift.

1 of 3 iOS app projects chosen to present at Demo Day 2015.

Academy of Art College

San Francisco, Ca. { Fall 1998 - Spring 2000 }

University of New Orleans

New Orleans, La. { Fall 1992 - Fall 1996 }

Bachelor of Arts - Psychology

SOFTWARE KNOWLEDGE & ABILITIES

DESIGN

Interaction design, Visual design, User Interface Design, Wireframes & Task flows, Rapid prototyping, Responsive Web Design, Motion design & Animation, Video production/Compression, Apple Human Interface Guidelines, Android Material Design Principles

CODE

Swift, React, Lottie Animation Framework, HTML, CSS/SCSS/Stylus

SOFTWARE

Xcode, Framer X & Classic, Quartz Composer/Origami, Principle, Sketch, Figma, Invision, Adobe Illustrator, Adobe After Effects, OmniGraffle, Cinema 4D, Abstract, Github, Visual Studio Code