

Carlos R. Cañas
Product Designer
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415-577-4309

///- EXPERIENCE

StyleSeat San Francisco, Ca { Feb. 2016 - Present }

Product Designer

Lead designer on the pro facing side of the StyleSeat mobile and desktop application.

Duties include:

- Overall UX improvements to the supply core experience
- Design of new tools based on user research and data
- Work closely with customer service reps and user researchers to satisfy our client base with feature requests
- Iterative approach to design process in order to ship out and improve upon new features
- Collaborate with project stakeholders in order to deliver best possible solutions to help drive up our pro growth numbers

Process involves helping set up brainstorm sessions and design sprints, developing personas, journey maps and user flows, development of wireframes, and iterating on the UI and visual design after presenting prototypes to stakeholders and rounds of user testing.

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

Interactive Design Lead / Motion Designer

Improved overall strategy for all interactive projects by bringing in an agile design and development process. Brought in a user centered methodology to all interactive products. Initiated a mobile-first approach to web development and incorporated a system of reusable assets and patterns to produce online look books, catalogs, and product sites quickly. Collaborated with marketing director to conceptualize titles, motion graphics and special effects. Introduced online advertising methods to the company through banner ads pre-rolls for targeted media outlets. Brought awareness of the importance of branded motion graphics in promotional online industry videos. Ran the company's web and online media departments.

Young & Rubicam San Francisco, Ca { 2006 - 2007 }

Interactive Art Director

Oversaw complete process of interactive projects from concept to finished product including participation in design flow, prototyping, and coding of projects. 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 branch website. Created a pattern and animation library for team members to use as project baseline starts. Clients included Palm, NCAA, Dr. Pepper, 7-Up, MSN, Cadence, MSNTV, Hitachi, Chevron, Invisalign, Sunkist, Foster Farms, and FOX.

Young & Rubicam San Francisco, Ca { 2004 - 2006 }

Senior Interactive Designer

Expanded design and developed templates for the Jacuzzi.com website re-design. Site was hand coded using XHTML, CSS, PHP, and JavaScript. Went beyond job expectations to facilitate development for an outsourced programming team. Joined the team full-time to maintain and upkeep the site.

United States Automotive Association { 2002 - 2003 }

UX Designer - e-commerce

Redesigned e-commerce site user interface for USAA.com within existing software constraints. Worked with programmer on all aspects of the design including wireframes and live prototypes for visual reference.

Esprit de Corps San Francisco, Ca { 2001 - 2002 }

Interaction Designer

In charge of overall interactive design initiatives. Responsibilities included developing concepts for promotional sites, e-commerce interface layouts and navigation, promotional sections, catalogs, online and email ad campaigns.

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/// **SOFTWARE KNOWLEDGE & ABILITIES**

DESIGN

Interaction design, Visual design, User Interface Design, User Experience Design, Wireframes & Task flows, Rapid prototyping, Responsive Web Design, Animation & Motion design

CODE

HTML5, CSS3, SCSS, CSS Frameworks (Bootstrap & Foundation), Swift, Firebase, Cloudkit, Coffeescript, JQuery

SOFTWARE

Sketch, Xcode, Invisionapp, Principle, FramerJS, Quartz Composer, After Effects, Photoshop, Illustrator, Cinema 4D, Github, Wordpress, Omnigraffle, Keynote, Looker, Mix Panel, Jira, Google products, Sublime Text

/// **EDUCATION**

Codepath

San Francisco, Ca { Fall 2015 }
iOS for Designers - Intensive 2 month Xcode bootcamp

Academy of Art College

San Francisco, Ca { Fall 1998 - Spring 2000 }
Master of Fine Arts Graphic Design

University of New Orleans

New Orleans, La { Fall 1992 - Fall 1996 }
Bachelor of Arts { Psychology }

/// **REFERENCES**

Tim Lee

iOS for Designers Instructor - Codepath Cofounder - tim@codepath.com

Dan Wolfe

Video Editor - Deluxe Distribution - p: 415-533-4801 e: dan.wolfe@mac.com

Ruby Hong

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Lisa Hubbert

Vice President, VP, Executive Producer Interactive - Young & Rubicam - p: 415-720-5371 e: lisa@hubbert.org

Robert Gourley

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