

Ricardo INIGUEZ

ingrick.wixsite.com/portfolio



707 Brookstone Rd. #102
Chula Vista, CA 91913



US (619).798.8200



ing.rick@gmail.com

For over 10 years I have been working as a multi-faceted senior level designer with extensive experience in website, print, branding, video production and UI/UX design. I have managed to be involved in all stages of design, from planning, research & drafting to prototyping and implementation. In addition, I have invested in digital marketing and social media education to improve and make better decisions on the graphic solutions projects I take on.

WORK EXPERIENCE

BECTON DICKINSON

Nov 2012 - Current

UI Design Specialist, Training & Development

- Online training UI/UX designer for eClass (in-house LMS) in Tijuana's BD Manufacturing Site.
 - Plan, draft, wireframe, design, prototype and launch over 40 Web Based Training courses.
 - Reduce instructor lead classes by 50% time.
 - Improve and maintain classes passing rate of 80%.
 - Maintain audit reports and course records.
- Internal Communication Graphic Designer.
 - Conceptualization and creation of internal communication campaigns to improve employee satisfaction and work environment.
 - Copywriting, video production and editing.
 - Email, print and multimedia design.
- Plan photoshoots and video productions.
- Senior Content Manager for Maxwell BD, Tijuana Site (CMS).

CETYS UNIVERSITY, TIJUANA CAMPUS

Jan 2010 - Nov 2012

Education Technology Coordinator

- Sr. Blackboard Learn Enterprises Edition Administrator.
 - Lead Instructor in the Student & Teacher Orientation and Training Program.
 - Configuration, reporting & system update.
 - Maintain 500 annual online classes for a community of +2500 users.
- Research, Implementation & Migration from MS Outlook Platform to Google Apps System.
 - Reduce email licensing cost of 90% from annual budget.
 - Instructor for Google Apps technology for administrative & faculty staff.
- Produce & Broadcast campus main events using Livestream & TriCaster Console.
- UI Designer for campus internal web sites (Western Associations of Schools & Colleges).
 - Workflow & wireframe design, HTML/CSS coding and implementation.
- Collaboration with the PR department as a visual designer.
 - Copywriting and production of video campaigns for internal communication channels.

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FRONTERA.INFO

Aug 2007 - Jan 2010

Senior Online Video Producer

- Producer & Postproducer of online videos for Frontera.info
 - Coordinate team of photographers & videographers for daily news coverage.
 - Select and prioritize news worthy content.
 - Non-Linear video editing and publishing on Frontera.info.
- Motion graphics designer & 3D animator.
 - Model 3D logos and motion graphics on NewTek Lightwave.
 - Conceptualize and produce final graphics using Adobe After Effects.
- Plan & Setup Windows Media Encoder for Online Broadcasting.
 - Coverage of mayor events (2007 Peace March, 2008 Tijuana Municipal Elections & Debates)
- Visual Designer
 - Design flash animations, gifs and online promotionals for Frontera.info

PROFESSIONAL Skills

Adobe Photoshop CC / Illustrator CC



Animate CC / Dreamweaver CC



After Effects CC / Premiere CC



HTML 5 / CSS



Articulate / Captivate



Wireframing & Prototyping



3D Animation / Maya / Lightwave



LANGUAGES

Spanish [native]



English



ACADEMIC BACKGROUND

Masters Business Administration | Specialization in Marketing

CETYS University Tijuana | GPA 3.9

Adobe Photoshop | Flash | Dreamweaver CS5 Certification

Adobe México - CETYS University Tijuana

3D Maya Foundation

Autodesk | Toronto, Canada

Multimedia Authoring

UCSD Extension, La Jolla

BS | Digital Graphic Design Engineering

CETYS University Tijuana | GPA 3.6

+ INFORMATION

Volunteer Work | Web Design Specialist

www.cervicusco.org

Cusco, Peru 2016

Work Authorization

United States

Mexico