

# Ivan de la Garza

*"I am a very capable professional with great learning ability, and a wide set of skills in computer and media design. Having moved between different fields has given me a broad point of view in my approach to problem solving. I view design not only from an aesthetics point of view but also taking into account usability and end user experience"*

## Skills & Methods

User Interface Design  
Visual & Graphic Design  
Conceptual Development  
Task Flows  
Wireframes  
Paper Prototyping  
Hi-Fidelity Prototyping  
Lab-Based User Testing

## Technology

### Advanced

Photoshop  
Illustrator  
Adobe CS5  
HTML  
CSS

### Basic and Learning

JQuery  
JavaScript

## Contact

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## Education and Experience

### MFA Web Design and New Media

Academy of Art University 2007 – 2011

### Mendonomalife.com, Thesis Project

Fall, 2010 – Summer, 2011

UX Research: Target audience surveys, user task analysis, prototyping and user testing, Fall – 2010;

Visual design, Spring – 2011; Implementation, Summer – 2011

### Design Intern

Sports Basement, San Francisco, CA Feb – May 2011

Redesign and coded customer service page, created templates for email marketing campaigns, assisted other team members in imaging tasks

### Redwoodcoasthumane.org

Gualala, CA Jan – Apr 2011

Design and implementation

### Grizeldatamez.com

Saltillo, Mexico Apr – May 2011

Design and implementation

### Post Graduate Studies

#### Computer Science and Engineering

Sonoma State University 2005 – 2007

### Theatre Sound design and Production 1998 – Present

Designed and performed sound effects for 25 plays by the Sea Ranch Thespians in local community theater

### Post Graduate Studies -Productivity

Universidad Autonoma del Noreste, Saltillo México 1992 – 1993

### BS Industrial Engineering

Instituto Tecnológico de Saltillo, Saltillo México 1987 – 1992

### Logistics Coordinator

Chrysler Assembly Plant, Saltillo Mexico 1996 – 1998

Managing the team in charge of all the shipping and receiving in the plant, and overseeing the communications between departments to ensure the reliability of the logistics process.