

Armando Allen

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SUMMARY

With 8 years of design and creative leadership experience, I specialize in UI/UX, digital design, strategy and interaction. I've had the privilege of working with industry leaders such as Disney, Netflix, and Bloomberg. My focus is on combining UI, web, graphics, and video to create cohesive and thoughtful experiences for my clients.

As a trendspotter, designer, and social connector, I'm constantly seeking new and unique experiences to both consume and create. I believe in the power of positive interaction and human engagement to transform the world. My passion for exploring the psychology of storytelling, new media, human-centered design, and emerging technologies drives my belief that great design can change the world.

EXPERIENCE

Design Lead / UI UX DiversityInc

March 2021 – December 2022, New York, NY

- Led the development of all creative assets for the next generation of the company's products, from R&D to packaging and launch, with the result of a more successful product launch and market adaptation.
- Guided marketing, advertising, PR, media, communications, promotional activities, and all opportunities for growth, expansion, and partnerships that increased ROI and brand loyalty.
- For a new project, developed and implemented new user interface experiences that improved user productivity by 30%.
- Led the design and execution of a web application refresh, which was delivered on time and met the expectations of all stakeholders.
- Used analytics to track user behavior and refine UX design iterations, leading to a 10% increase in user engagement and satisfaction.

Netflix Account, Senior Designer Brandingiron Worldwide

March 2020 – July 2021, West Hollywood, California

- Senior Designer role on BIW'S larger contracts with Netflix, called in order to create and ideate ways to maximize efficiency.
- For the design and edits to Key Art created and approved templates, and packaged assets to be sent globally.
- Designed unique presentation decks to communicate the strategic plans to internal and external partners via Google Slides by researching the best ways to organize and present the information and selecting the optimal layout, improving stakeholder engagement by 30% and project approval by 20%
- Achieved 95% adherence to the metrics of the final project, streamlining the process for both Netflix and BIW..
- Facilitated client collaboration to ensure client satisfaction, resulting in 95% of clients expressing satisfaction; and optimized workflow through resource planning and task delegations, resulting in 75% faster delivery time.

Digital Content Strategist/Production Artist The Walt Disney Company

August 2019 – March 2020, Glendale, CA

- Developed digital content for internal and external projects at Disney's Grand Central Creative Campus (GC3).
- Created content strategy and production timeline to design, deliver and publish 300+ assets on Disney's public-facing website using strong communication and collaboration skills to provide actionable feedback with team members and meet design deadlines while delivering the best results for high-level internal strategy between Disney's different brands including Pixar, Lucasfilm, Disney Original Properties, and Marvel Studios.
- Graphic, Web, Print, and Digital Design, Motion Graphics, large-scale asset creation, UI/UX/UXI, Sound Mixing, Versioning, and Green Screen Keying.

Associate Creative Director / UI UX Hyperion Talent

September 2018 – April 2019, Beverly Hills, CA

- Led and developed a user interface design system and style guide with metrics to improve user experience, reduce development and maintenance costs, and establish common UX patterns across enterprise-wide applications.
- Led the design of a customer-centric web experience that resulted in a 26% decrease in bounce rate, a 32% increase in average page views, and a 16% increase in website conversion rate.
- Implemented accessibility standards and compliance recommendations through UX/UI modeling, design, and code reviews.

Lead Designer Branding & Endorsements / Digital Asset Coordinator / UI UX Shemarya Artists

January 2016 – February 2019, Los Angeles, CA

- Created and streamlined hundreds of comprehensive brand presentations for the sponsorship outreach team, consisting of graphic, web, and video assets, in order to increase brand interest and revenue.
- Utilizing graphics, web, and video to form outreach or pitch presentations for hundreds of brands in every market category, saving hundreds of hours using a template-based approach.
- Achieved a 95% approval rate on deliverables and improved sales and brand engagement by 20%. standardized automated versioning for

deliverables for multi-variants and multi-lingual international campaigns.

- Enhanced user-experiences for the web by optimizing UI, UX, and user-flows, increasing overall user satisfaction by 25%.

Digital Content Manager

Amgen

February 2014 - January 2016, Thousand Oaks, CA

- As a Digital Content Manager, overhauled branding and implemented newly modernized marketing & training materials for a pharmaceutical company.
- Established a cohesive & intuitive information architecture structure, optimized lead conversion from content landing pages & developed content marketing campaigns resulting in increases in website traffic of 49.2% and increases in conversion rate of 47.5%.
- Developed and implemented SEO guidelines, such as increasing keyword-per-page density by 22% and developed content marketing campaigns to enhance user experience.

Junior Creative

XISM

May 2013 - January 2014, Santa Monica, California

- Assisted CEO in creative in order to facilitate large-scale experiential events. Events include Adobe Max, Adobe Summit, and More. Created Decks for events, oversaw the implementation of Team Management software such as Asana, graphic elements, and more.
- Improved efficiency by 50%, allowing creative to be completed in half the time for less than half the cost. Adhered to the highest standards of design and worked closely with stakeholders in order to ensure the highest quality of outcomes.
- Created various digital assets for online and offline events, which generated high levels of attendance and interest in the company.

EDUCATION

Bachelor In Marketing

Louisiana Tech University · Ruston, LA · 2013

CERTIFICATIONS

UX Design Professional Certificate

Google · 2021

User Experience

SKILLS

**Hard Skills: UI UX, Wireframes, Prototypes, Usability, Wireframing Prototyping, Sketch, Figma, Xd Sketch, Photoshop, Wordpress, Html
Css, Js Hard Skills: Design, Application, Production**