Matthew Vargas
UX/UI Designer

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UX/UI & Graphic Design Experience

Senior Graphic Designer @ Southern Company Gas | October 2023 — Present | Atlanta, GA
- Create print and digital visuals in Adobe InDesign, focusing on cohesive web content and HTML emails.
- Expand UI icon library in Figma with 50+ elements, boosting visual design and brand impact.

Digital Production Artist @ Rooms to Go | April 2023 — September 2023 | Atlanta, GA
- Created UI elements in Figma for over 10 sales campaigns for web and mobile platforms.
- Expanded customer outreach through creating assets for promotional campaigns, driving a 10% annual revenue increase in 2023.

Graphic Designer & UI Designer @ 160over90 | August 2021 — March 2023 | Atlanta, GA
- Strategized and designed the look and feel for over 20 brand activations, developing programming, presentations, signage, and staging.
- Created the UI for an MLB-sponsored apparel ordering app to be used during Capital One All-Star Week.

UX/UI Designer @ SnapJam X Ringling Collabratory | September 2018 — October 2018 | Sarasota, FL
- Enhanced an online music collaboration site in Sketch, improving user experience, usability and interaction design.
- Trusted to develop and implement all UI patterns and icons to enhance UX and site content, presenting to stakeholders and being selected over four competing teams.

Illustration Experience

Assistant Graphic Designer @ Carter's | October 2019 — May 2021 | Atlanta, GA
- Conceptualized and designed over 20 apparel styles each season for Carter's 'Just One You' in Adobe Illustrator, informed by market research to ensure diverse and engaging product range.
- Played key role in driving outstanding results, contributing to a remarkable 16% increase in retail sales.

Graphic Designer & Illustrator @ Disney Creative Workshop | October 2018 — February 2019 | Atlanta, GA
- Crafted innovative taglines, clothing patterns, and illustrations featuring Mickey and Minnie Mouse for holiday park merchandise in Adobe Illustrator.
- Selected from among 95 applicants by senior leadership, coordinating with character artists and a Senior Graphic Designers from the Disney Creative Group.

Education

Ringling College of Art & Design, Sarasota, FL
Bachelor of Fine Arts in Illustration | May 2019

Arizona State University, Tempe, AZ
Bachelors of Interdisciplinary Studies in
Sales & Marketing and Sociology | May 2018

Certification

Google UX/UI Certification | Coursera
Grade: **94.61%**

Skills

UX
User Research, Information Architecture, Wireframes, Prototypes, Usability Testing

Visual
Typography, Layout, Grid System, Color Theory, Design Systems, Brand Identity

Tools
Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Figma, Sketch