NAOMI CRUZ

Portland, OR

(830) 310-9998

Portfolio

SKILLS

- Figma / Adobe XD
- Responsive Web
- Asana
- HTML / CSS
- Wireframing
- Project Management

EDUCATION

SOUTHERN ADVENTIST UNIVERSITY
B.A. International Studies (Spanish Emphasis)

EXPERIENCE

TEBRA
WEB DESIGNER (2022 - 2024)

- Led successful mobile responsive web design projects for over 300 mid-market and higher-touch clients, directly communicating with clients to understand their creative vision.
- Collaborated cross-functionally with the onboarding and sales team resulting in increased efficiency and customer satisfaction.
- Consistently over-delivered target goal of 20 projects per week, including redesigns, while handling last-minute projects.

WILD & FREE SERVICES (FREELANCE)
WEB DESIGNER FOR CREATIVE BRANDS (2021 - 2022)

- Initiated a freelance web redesign project to improve user experience and increase bookings.
- Designed user flow in under 3 months for a 5-page responsive website using Figma through wireframing, prototyping, and user testing.
- Managed the project using Asana to ensure efficient and quality delivery in under 3 months.

FORMS DESIGNER (MAY 2019 - JUNE 2022)

- Led and designed custom proposals, contracts, questionnaires, and lead capture forms using HTML & CSS, resulting in an elevated brand identity and a seamless user experience for clients.
- Successfully managed a portfolio of 15+ custom projects, delivering exceptional results that led to a remarkable 20% increase in referrals and business growth.

WEB DESIGN ASSISTANT (MAY 2021 - JUNE 2021)

- Conducted comprehensive user research to gather insights into user preferences and behaviors.
- Developed wireframes based on user personas and journey maps derived from the collected data, ensuring alignment with the client's target audience and objectives.
- Facilitated client communication and project timelines with agile development frameworks to ensure quality delivery under 3 months.