



## HOWDY!

My name is Ronnel Ocampo, a digital designer who appreciates clean, intuitive UI, as well as a ramen enthusiast from Dallas, TX. I have 7 years of experience in design ranging from motion, branding, web, and illustration. I'm a passionate learner, and always looking to expand my skill set. Coming from a print background, I've shifted my focus towards UI/UX, front-end design, and motion design.

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## EDUCATION

I graduated from the University of North Texas in 2010, with a BFA in Communication Design.

## SKILLS

Here are a some things that I do:

Branding/Identity, Responsive Web Design, Illustration, Prototyping, Storyboarding, Typography, Motion Design

These are the software that I use:

Sketch, Invision, Adobe Creative Suite, Brackets, Word, Powerpoint, Invision,

Here are things I'm familiar with and currently learning :

HTML5, CSS3, SASS, PHP, Javascript, Wordpress, Flinto, After Effects, Motion Design, UI/UX

## EXPERIENCE

### REDONK MARKETING

[www.redonkmarketing.com](http://www.redonkmarketing.com)

Senior Visual Designer | 2016 - Present

- › Working with creative directors, visual designers, and web developers to design pixel-perfect, responsive web solutions.
- › Creating sitemaps, wireframes, and concepts based on research findings. Used Sketch/Photoshop in combination with Invision to create quick prototypes for client review/approval for dev, as well as performed QA on developer-created prototypes.
- › Designing assets for clients ranging from landing pages, environmental graphics, brand style guides, iconography, web banners, emails, presentations, infographics, storyboards, and eBooks.

### AMERICAN CRAFTS

[www.americancrafts.com](http://www.americancrafts.com)

Graphic Designer and Illustrator | 2013 - 2016

- › Worked with a creative team to create concepts from trends and turn them into usable crafting products, such as illustrated ephemera, paper patterns, and designer crafting kits.
- › Led and guided small design teams to complete design projects based on clients needs/timelines.
- › Created product branding proposals for marketing based on brand guidelines and assets, laid out technical specifications for production, as well as mocked up prototypes in different materials for visual review and approval.
- › Created layouts for in-store plan-o-grams and PDQ displays.

### ROVER PLUS NINE

[www.roverplusnine.com](http://www.roverplusnine.com)

Graphic and Web Designer | 2009 - 2013

- › Maintained the visual language of the Rover Plus Nine Softball brand through web and print, such as creating HTML email blasts, flyers, posters, web banners, and updating web assets.
- › Created custom apparel based on client specifications, ranging from requesting full custom art or using template-ready art.