

ROBERTO SALDAÑA JR.

PRODUCT / UX DESIGNER

A hardworking, passionate, and empathetic designer who is ambitious for creating clear and meaningful user experiences. Distinguished for outstanding interpersonal, communication (oral and written), and presentation skills. A big-picture thinker obsessed with crafting the details. An action oriented, energetic collaborator, and problem solver with a get-it-done attitude. I embrace experimentation and I'm not afraid to be wrong.

EXPERIENCE

SMC CAREER CENTER | DATA ANALYST & MARKETING INTERN

SAINT MARY'S COLLEGE, MORAGA, CA | JAN 2019 – MAY 2020

- Developed marketing campaigns and designed creative flyers for Career Center events to promote across campus and social platforms
- Prepared and analyzed weekly and monthly reports and develop strategies to increase student attendance at Career Center events
- Collected and analyzed data from campus-wide student database and alumni database (LiveAlumni) and reported to the director in a timely manner

VISIT CONCORD | WEBSITE & DIGITAL MARKETING INTERN

CONCORD, CA | SUMMERS 2018/19

As the first design hire at Visit Concord, I worked on every design front:

- Led the creative direction for all projects and created graphics and other media content which contributed to a successful rebrand (Summer '19)
- Collaborated in UX research activities such as data collection and analysis, and visually communicated research findings and other material to the team
- Increased page views (+39%) and grew website visitors by 213% after launching website redesign
- Developed marketing ads and video campaigns, analyzed digital analytics, and built Visit Concord's media drive with original photography and video content

MARIACHI CUERDAS DE ORO | CO-MANAGER / BRAND DESIGNER / TRUMPET PLAYER

SAN FRANCISCO, BAY AREA, CA | NOV 2008 – MAR 2020

- Co-managed 12 members of a Mariachi band; directed and motivated band members
- Developed and designed the Mariachi band's brand design; established a visual language to promote across social platforms and directly to clients
- Increased client satisfaction (+20%) and grew fan community by 259% in 30 days of launching the brand across social media

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EDUCATION

SAINT MARY'S COLLEGE OF CALIFORNIA

BS: Business Administration,

Concentration in Marketing

Class of 2020 | GPA: 3.84

- Member | *Beta Gamma Sigma Honor Society '20*
- Study Abroad | *John Cabot University, Rome, Italy '18*

SKILLS

PROGRAMS & TOOLS

Adobe XD

Sketch

Figma

InVision

Adobe Photoshop

Adobe Illustrator

Adobe Premiere Pro

DESIGN

Information Architecture

Wireframing

Prototyping

User Flows

Interaction Design

User Interface Design

Typography

Responsive Web Design

RESEARCH

User Interviews

Competitive Analysis

Survey Design

Journey Mapping

Concept Testing

Usability Testing

LANGUAGES

Fluent in English and Spanish