



# ADRIAN TORRES

UX/UI Designer

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## PROFILE

Versatile multimedia designer with three years of experience in building user interfaces for both enterprise and consumer applications. Skilled in the Adobe Creative Suite and interested in emerging technologies. Detail-focused collaborator who enjoys solving problems and maximizing efficiency through intuitive design. Looking for an opportunity to apply my technical skills in a creative environment that offers growth and new challenges.

## WORK EXPERIENCE

### UX/UI Designer • Mindcracker

JAN 2021 – JAN 2024 | Philadelphia, PA

Led the user experience and interface (UX/UI) design of two enterprise web apps for a major public utility client. Designed a virtual reality asset management platform and a consumer 360 tour builder based on the same technology. Held routine design reviews with clients in an agile environment to revise user flows and improve high-fidelity mockups for the developers. Drafted logos, brand guidelines, and vectorized site maps of the client's facilities. Created Wordpress sites, marketing materials, product demos, and pitch decks to support our business needs.

### Sr. Data Analyst • e4health

SEP 2020 – Present | Philadelphia, PA

Manage the auditing and distribution of patient data for 16 healthcare facilities to resolve errors in the Master Patient Index (MPI). Devise analysis and reporting methods to facilitate the merging of patient records. Engineer Excel macros in Visual Basic to automate tasks which have reduced time spent on data consolidation and formatting procedures by over 90% on average. Serve as a liaison between clients and employees to address additional concerns with patient records. Produce onboarding materials and video tutorials to help new employees with login processes for Electronic Health Record (EHR) systems.

### Multimedia Specialist • Riv Media Group

AUG 2019 – SEP 2020 | Miami, FL

Created videos, motion graphics, and designs for a variety of clients in the dining and entertainment industry. Operated professional camera equipment for live performances and venues. Managed client relations to ensure direction of projects and timelines met expectations.

### IT/Multimedia Specialist • Claude Pepper Center

AUG 2018 – JUL 2019 | Tallahassee, FL

Managed the website and social media platforms for an organization directed towards aging and public policy. Provided IT support, troubleshooting, and hardware/software installation for the center as necessary. Conducted research on various topics related to geriatrics, health insurance, and long term care. Created social media videos, animations, and graphics to help visualize and explain policy issues in these areas.

## SKILLS

Web & Mobile App Design  
Prototyping  
Wireframing  
Mockups  
User Flows  
Client Management  
Agile/Scrum - Jira  
Graphic Design  
Branding  
Email Marketing  
Motion Graphic Animation  
Video Production  
AR/VR

## TOOLS

Figma  
Adobe XD  
Illustrator  
After Effects  
Photoshop  
Premiere Pro  
HTML/CSS  
Wordpress CMS  
Microsoft Office  
Excel VBA

## EDUCATION

**B.S. Digital Media Production,  
Minor in Information Technology**  
Florida State University  
Tallahassee, FL  
2015 - 2019  
Cum Laude

## LANGUAGES

English  
Spanish