

# Robert Penalosa

Graphics Design | UI/UX | Photographer  
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## Objective

Aspiring to create enticing designs which will speak to the public to bring forth company growth and success.

## Areas of Expertise

### Languages

English  
Spanish  
HTML  
CSS

### Programs

Adobe Photoshop  
Adobe Illustrator  
Adobe XD  
Adobe After Effects  
Adobe Indesign  
Adobe Premiere Pro  
Wordpress

### Equipment

Pc  
Mac  
iPad Pro  
Canon T2i, 7D, 80D, Mark III

## Work History

### **USTOSHOP.COM | West Covina, CA**

Feb. 2018 - Present

Design Department Supervisor - UI/UX Designer

- Oversought a three-designer team
- Multi-tasked four ongoing web designs projects: E-Commerce, Logistics, Electronic Payments & Crypto Currency
- Created company branding: Style guide and logos
- Set all company print designs

### CryptoCurrency Web and App Design

- Worked and studied alongside with the blockchain team to create an efficient UX
- Set app and site flowchart
- Designed user interface to completion

### E-commerce Web and App Design

- Distributed task to create both a desktop and mobile version
- Designed a cashback e-commerce site that will also support cryptocurrency
- Worked with CJ Products to fit products according to category

### Logistics Web Design

- Directed and assisted junior designers to create UI/UX for a logistics site which will also run on blockchain technology

### Electronic Payment App

- Teamed up with R&D department to work on an efficient app flow.
- Designed wireframe of the app
- Created UI from beginning to end

### **Black Bow Graphics**

May 2010 - Present

Freelance Graphic Designer / Photographer

- Provided graphics for all types of platforms
- Create print good for major events: Flyers, banners, business cards, brochures etc.
- Created Wordpress websites
- Photography: Weddings, engagements, maternity, model, product, family and urban street shoots

## **Hiveel inc. | Walnut, CA**

July 2016 - Sept. 2017

Lead UI/UX Designer

- Laid out flow chart for a P2P mobile application
- Set design tone, color scheme & style
- Guided Designers to follow UI style for website
- Created prototype using Adobe XD
- Worked alongside with frontend developers to improve the user experience

Visual Designer

- Created online advertisements and social media content
- Designed and printed all material for tradeshow
- Designed all the companies office needs; Stationeries, business cards, flyers etc
- Automotive photography for both ads and app

## **Webxury Inc. | Walnut, CA**

May 2015 - July 2016

Web & Graphic Designer

- Created informative and ecommerce Wordpress websites for customers
- Designed websites for logistic websites
- Product photography for website content
- Designed all the companies office needs; Stationeries, business cards, flyers etc.

## **Volunteer Work**

**The Potter's House - Covina**

June 2002 - Present

Media Management

- Create prints for church advertisement
- Manage church website
- Manage church social media (Instagram & Facebook)

Children's Church Teacher

- Sunday school - Teaching children Christian ethics and believes
- Manage a small team and distribute tasks according to talents and abilities

Community Outreach

- Outreaching our own community or helping Fellowship churches
- Door to door outreaching

## **References**

- Dan Montijo / Pastor at The Potter's House Covina - (626) 483-6754
- Alfredo Hernandez / Mentor - (714) 655-4562
- David Barnes / Jr. Designer I previously managed at USTOSHOP.COM - (909) 758-1085