

# Chris Armijo

UI/UX Designer | Visual Designer | Art Director

christopher.armijo@gmail.com

www.christopherarmijo.com

303-668-6460

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A multi-disciplinary designer focused on crafting intuitive and visually compelling user experiences that balance business requirements and user needs. Passionate about collaborating with teams to ensure cohesive and impactful visual representations across all touchpoints. Well versed in working with developers, marketing teams, and stakeholders.

## Work Experience

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### SENIOR DIGITAL DESIGNER - TEGNA - McLean, VA

2019 – PRESENT

*TEGNA is a digital media company who owns and operates 64 Local News Brands in 51 Markets.*

- **UI/UX DESIGN** In addition to making all digital products consistent with TEGNA's broadcast TV brand standards, I designed a streaming TV+ app, local news site templates, the corporate website, and a website for TEGNA's design hub.
- **USER TESTING** Conducted unmoderated remote usability and preference testing for various website and app functionalities.
- **GRAPHIC DESIGN** Designed marketing/sales assets such as eBooks, presentation decks, logos, and conference materials.
- **INCREASED WATCH TIME** Total watch for the TV+ app I designed is 905M minutes (up 585M from it's launch in 2022).

### SENIOR UI DESIGNER - Spectrum - Denver, CO

2018 - 2019

*Spectrum is a sub-brand of Charter Communications, Inc. that provides TV, internet, mobile, and voice services.*

- **UI/UX DESIGN** Developed a new concept for bill comparison and on blue sky thinking for auto activation of services. Liaised with UX designer, UX researcher, and UX copywriter to create new concepts for customer billing.
- **DESIGN SYSTEM** Maintained design system and directly involved with creating new UI component designs.

### SENIOR ART DIRECTOR - Tendril - Boulder, CO

2016 - 2018

*Tendril delivers personalized energy experiences for consumers around the world. Leading energy providers that want to establish a competitive advantage rely on our software and solutions to better acquire, engage and activate their customers.*

- **UI/WEB DESIGN** Designed marketing website templates, value prop illustrations, and iconography.
- **GRAPHIC DESIGN** Designed trade show materials, brand identity, advertising, and whitepapers.
- **EXPLAINER VIDEO DESIGN** Designed look and feel of videos from moodboards to final execution.

## DIGITAL CREATIVE DIRECTOR- rabble+rouser, Denver, CO

2007 - 2016

*rabble+rouser advertising agency specializes in making brands and their stories more compelling. Clients included Weber Grills, Atkins, and Omaha Steaks*

- **MANAGEMENT** Oversaw design of digital products. Met with clients to determine business needs. Supervised designers and productions staff. Liaised with the development team to ensure consistency in design
- **UI/UX DESIGN** Leveraging pre-existing recipes, I designed Weber Grill's first paid app *{On the Grill}* which generated \$500k in new revenue. Additionally I designed and oversaw the design of apps for Atkins and Omaha Steaks as well as website for numerous clients. All design began with information architecture and wireframes.

## Areas of Expertise

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- UI/UX
- User Centered Design Principles
- Responsive Web Design
- Agile Methodologies
- Accessibility
- Visual Communication
- Typography
- Collaboration
- Effective Communication

## Tools

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- Sketch
- FIGMA
- Adobe CC Suite
- Zeplin
- Invision
- Powerpoint
- JIRA

## Education

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### MASTER OF FINE ARTS

Rhode Island School of Design (RISD) - Presidential Scholars Program, Providence, RI

### BACHELOR OF FINE ARTS

The University of New Mexico, Albuquerque, NM