

Chris Armijo

SENIOR DIGITAL DESIGNER UI/UX

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303-668-6460

CREATIVE PROFESSIONAL WITH 18 YEARS OF EXPERIENCE IN DIGITAL DESIGN.

I am a product designer creating compelling user interfaces to help business increase revenue by attracting and retaining users. I take pride in my ability to collaborate effectively with multi-disciplinary teams, clients, and stakeholders. Track record of overseeing design of websites, mobile apps, and OTT applications. Proven success increasing user engagement through the creation of tested, data-driven, and user-centered design.

AREAS OF EXPERTISE

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

TOOLS

- Sketch
- FIGMA (in learning stage)
- Adobe CC Suite
- Zeplin
- Invision
- Powerpoint
- JIRA

CAREER EXPERIENCE

TEGNA (Tysons Corner, VA)

2019 – Present

Senior Digital Designer

Develop company's UI and UX design capability by utilizing user centered design principles and creating brand consistency on all digital platforms. Oversee design of websites, iPhone and Android apps, streaming TV apps, and TegnaOne CMS for 60 local news stations. Create wireframes, high fidelity designs, and conduct remote usability to present to key stakeholders and product managers.

- Improved user experience on all digital platforms.
- Made company's digital products consistent with linear TV brand standards
- Designed the new TV straming application that increased viewership and revenue
- Designed new TegnaOne CMS functionality such as a scheduler for 24/7 streaming that support web, mobile apps, and streaming TV app
- Designed TEGNA's first on air touch screen map for highlighting user submitted photos and video

Spectrum (Denver, CO)

2018 - 2019

Senior UI Designer

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. Maintained design system and directly involved with creating new UI component designs.

- Worked on a team with UX, UX Research, and UX Copywriter

Tendril (Boulder, CO)

2016 - 2018

Senior Art Director

Designed marketing touchpoints including trade show materials, brand identity, advertising, whitepapers, and websites. Helped evolve a new brand within the energy data space. Collaborated with sales and marketing to communicate value propositions to utility companies and clients.

- Ensured consistency in brand between digital and print marketing deliverables
- Strategized and met creative needs by coordinating with the marketing team
- Designed the company website that included illustrations of product offerings and iconography
- Designed explainer videos of Tendril products

rabble+rouser (Denver, CO)

2007 - 2016

Digital Creative Director

Oversaw design of digital products. Met with clients to determine business needs and strategically designed responsive websites and apps to meet those needs. Managed and conceptualized digital creative result including staff supervision and production. Efficiently worked with numerous clients including Omaha Steaks, Atkins Nutritionals, Weber Grills, and local non-profit organizations.

- Ensured consistent work with designs by liaising with the development team.
- Designed Weber Grills' first iPhone app and Apple Watch that included recipes, grill times, and digital timer.
- Leveraged pre-existing recipe content to create new revenue for the company.
- Managed the design of mobile apps for Atkins and Omaha steaks.
- Promoted from Web Designer and Front-End Developer to Digital Creative Director in recognition of outstanding leadership strengths.

ADDITIONAL EXPERIENCE

Mania TV, Denver, CO

Senior Web Designer

Fusionbox, Denver, CO

Lead Web Designer

EDUCATION

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

CERTIFICATIONS

College Teaching Certificate

Brown University, Providence, RI

Accessibility: How to Design for All

Interaction Design Foundation

Affordances: Designing Intuitive User Interfaces

Interaction Design Foundation