# Chris Armijo

SENIOR DIGITAL DESIGNER - UI/UX

christopher.armijo@gmail.com
www.christopherarmijo.com
303-668-6460

## Creative professional with 15 years of experience in digital design.

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. Well-versed in prototyping, usability testing, and wireframing tools. Adept in, Sketch, Zeplin, Invision, Jira, and Adobe CC Suite. Works with product managers, key stakeholders, developers, and clients.

## Areas of Expertise

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

## 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 phots 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