

Hi,

I'm a creative professional with a decade of experience spanning UX, UI, web development, graphic design, illustration, and 2D/3D animation. I've consistently strengthened my visual and technical skills, enhancing design capabilities, and deepening my understanding of best practices.

I bring a diverse background, owning high-level projects with global giants like Google, Microsoft, and Amazon. My work encompasses consumer and B2B initiatives that have a lasting impact. I've also worked at the Zones and Edelman agencies, crafting campaigns for industry leaders like Cisco, Hewlett Packard, REI and more.

Notable achievements include pioneering Amazon's automated language translation and data-driven ebook email campaigns. I Played a pivotal role in creating Amazon's Kindle welcome series, and contributing to maintaining iconic Google Maps locations to shaping Microsoft's OS file manager. I successfully launched a campaign for REI and mentored a design team at Snap Custom Clothing.

Specializing in experience design, web development, and content creation, I bring projects to life through effective communication and teamwork. With a Media Arts and Animation degree and continuous study in new technologies, I combine creativity and technical finesse to deliver timely, quality, solutions even under tight constraints.

If you need a versatile creative professional skilled in making ideas a reality, I'm ready to contribute to your senior-level team.

Portfolio Links:

UI, UX and web development:
www.goh-2.com

Graphic Design:
www.goh-2.com/indexxx.html

Animation and Illustration:
www.goh-2.com/indexx.html

Eric Alberto Aleman

UX Designer, Graphic Designer, Animator and Web Developer \ Seattle, WA

Education

Art Institute of Seattle

Bachelor of Fine Arts – Media Arts and Animation
UX Professional Certifications - Google

Experience

Amazon

UX Designer, Graphic Designer & Web Developer

- Enhanced email UI, UX, automated language translation, and executed data-driven email campaigns.
- Developed and documented E-books modular email templates and a library of email components for global use.
- Piloted proprietary email software, improving engagement through creative concepts.
- Developed responsive designs, prepared graphics, and created GIFs for effective email communication.
- Adjusted the designs and built the welcome experience emails for Amazon Kindle.
- Built the components used for Amazon Health Watch product emails.

Microsoft

UX designer, Prototyper, interaction designer and Motion designer

- Contributed to UI concepts for the Windows OS file explorer, enhancing the user experience.
- Translated After Effects animations into code for user interactions.
- Constructed polished prototypes of the file explorer for the final product.
- Designed the initial welcome experience for Surface Duo, creating interactive prototypes for retail and user interactions.

Edelman

Marketing Assistant, Graphic Designer and UX Designer

- Created a diverse range of web content and print graphics for REI's EVRGRN brand, enhancing brand visibility and user engagement.
- Produced 3D models and prints for a promotional event, focusing on enhancing the user's in-person experience.

Skills

User interface Design
User experience Design
Graphic Design
Marketing
Responsive Web
Frontend Development
Backend Development
Motion Design
3D Animation
VFX
AI Prompting

Design Tools

Figma
Adobe Creative Suite
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Autodesk Maya
Autodesk Mudbox
Pixologic Zbrush
Corel Painter
Resolume
Stable Diffusion

Coding Tools

Typescript
HTML
CSS
JavaScript
SQL
PHP
Ruby
Razor
React.js
Angular.js
Node.js
Litmus

- Collaborated with various departments to launch new products and influencer events, considering user interaction and engagement.
- Crafted web graphics for axon.io advertisements.

Tellwise

Graphic Designer, Developer & UX Designer

- Transformed website UI and enhanced the overall user experience (UX).
- Revamped the web application through proficiency in HTML, CSS, and JavaScript.
- Applied responsive design principles to client HTML emails, ensuring optimal viewing across devices.
- Produced dynamic and responsive HTML emails along with templates.
- Crafted engaging graphics for diverse media, including eBooks, print materials, blog posts, and PowerPoint presentations.

Zones

UI, UX, Developer, Marketing Assistant & Graphic Designer

- Improved email UI/UX and coded responsive HTML emails.
- Created graphics for print assets and digital promotional content.
- Collaborated on copy and branding for industry giants such as Hewlett Packard, Cisco, Porsche, Lexmark, Safeco Field, VMWare, Dell, Trend Micro, and Intel.
- Coded and deployed HTML emails for effective communication with clients.

SRC Events

Lead Graphic Designer and UX Researcher

- Developed brand identity.
- Created engaging social media content, including visuals, animations, and product showcases.
- Designed print media such as flyers, banners, and promotional materials.
- Conducted metrics analysis to optimize graphics for increased user engagement.
- Managed marketing campaigns and crafted event descriptions for improved attendance.

Snap! Custom Clothing

Lead Graphic Designer, Web Design Consultant and Production Manager

- Created illustrations and graphics for numerous brands
- Created graphics for company print ads and promotional events
- Managed print production team
- Consulted on website aesthetics and component code for the main site and client micro sites