

Annette R. Fuentes

Senior UI/UX Designer

UX/Product Designer with 15+ years of experience and a strong Graphic Design background. I hold a Master's in Global Affairs & Management specializing in Creative Industries and a Technical Certificate. With 7 years as an Interaction Designer, I've refined my expertise in higher education, collaborating with cross-functional teams to deliver design solutions that resonate with staff and target audiences.

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EXPERIENCE

Graphic Design Specialist

January 2020–Present

Arizona State University (ASU) Global Outreach & Extended Education (GOEE)
Tempe, AZ

ASU GOEE offers access to renowned faculty through online graduate degrees, certificate programs, custom programs, and non-credit short courses. They cultivate strategic collaborations with leading international academic institutions, governments, and corporations to deliver professional development programs that enhance organizational excellence and global competitiveness.

- Demonstrate strategic vision, design direction, collaboration, and facilitated communication with executive leaders, senior members at all levels, across diverse disciplines, and geographies to our three global based teams.
- Develop versatile resources, libraries, and templated files, ensuring brand consistency and ease of use for both local and international teams, enhancing departmental productivity by 25%.
- Lead projects cross-functionally and ideate products to drive design solutions from early concepts through final implementation and iteration; from creating wireframes to building low- and high-fidelity user interface mockups based on persona development and designing for diversity and inclusivity.
- Administer web content maintenance, implement design systems and content management systems, improve user interface intuitiveness, and increase user engagement by 30%.

Interaction Design Specialist

January 2013–December 2019

ASU Knowledge Enterprise Development | Tempe, AZ

ASU's Knowledge Enterprise advances research, innovation, and partnerships to drive economic growth and global impact.

- Designed a variety of projects—spanning multiple mediums and platforms—including websites, logos, social media accounts, landing pages, newsletters/emails, print booklets, event booths with physical signage, and presentations—under the guidance of the creative art director within integrated and cross-functional teams.
- Conceptualized and developed brand identities for over 10 startup companies and numerous events, ensuring brand consistency and increasing brand recognition.
- Reinforced university brand elements, encompassing style and brand guidelines, to guarantee uniformity across diverse

projects. Obtaining adept problem-solving abilities and a keen understanding of the restrictions and parameters tied to brand library patterns and design systems during the design process.

- Administered and designed newsletters/emails on Salesforce Marketing Cloud, collaborating with writers and editors, improving communication efficiency for 300–350 employees.
- Presented design compositions along with the underlying rationale for design decisions showcasing project deliverables to team members, senior management, and influential leadership stakeholders.

Graphic Designer/Web Assistant

January 2009–December 2012

ARAMARK Higher Education—ASU Campus | Tempe, AZ

Aramark provides dining and facilities services to 275+ colleges, offering careers in food service, facilities, and custodial roles.

- Collaborated with the marketing team to develop compelling, brand consistent, and strategic marketing campaigns to focus on customer acquisition and retention.
- Created artwork for all ASU campus dining halls (8), markets (10), and additional food locations (20). This included designing logos, promotional materials, menus, nutritional facts, theme weeks, store openings, and other visual assets to maintain brand identity and meet client requests.
- Utilized a data-driven approach for content and digital design, resulting in a significant increase of 120% in social media following and a 75% improvement in newsletter click-through rate. Revamped user interface, coded, and curated Engrained Café restaurant website to enhance user experience.

SKILLS

User Experience

- User Interface Design, Mockups, Prototypes, Visual Communication, Design Systems, Technical Writing, Brand Identity, User-centered Design, Interaction Design

Methodologies

- Design Thinking, A/B Testing, Focus Groups, Card Sorting, User Interviews, Concept Testing, Personas

Leadership & Collaboration

- Project Management, Communication, Provide Creative Direction, Take initiative, Cross-Functional Teams Alignment, Mentorship

Technical Skills

- Adobe Creative Cloud, Figma, Sketch, Adobe XD, Balsamiq, Drupal, HTML & CSS, Salesforce Marketing Cloud, Microsoft Office Applications

EDUCATION

MA, Global Affairs and Management—Creative Industries

ASU Thunderbird School of Global Management

Associate of Applied Science, Graphic Design

The Art Institute of Phoenix

Bachelor of Art, Art History

Arizona State University

CERTIFICATES

Technical Communication Certificate

Arizona State University

User Experience Design Certificate

eCornell University