

# Isaac Trujillo • Lead Visual Designer • Minneapolis, MN

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Isaac Trujillo is a Lead Visual Designer with 17+ years of experience. He has extensive experience designing responsive websites and mobile apps for brands big and small. Isaac uses his expertise in aesthetics and visual design to help users navigate digital experiences successfully.

## Skills

- Extensive Figma expertise for streamlined workflows and enhanced team collaboration.
- Expert in Adobe Photoshop, Illustrator, and XD.
- Proficient in visual design principles, color theory, typography, and composition for impactful user experiences.
- Skilled in responsive design and mobile native interfaces for optimal user engagement.
- Translates brand elements into compelling visuals for distinct brand presence.
- Specializes in intuitive and user-friendly interface design.
- Applies UX best practices for user-centric experiences.
- Prioritizes WCAG compliance for inclusive design.
- Creates comprehensive design systems for efficiency and consistency.
- Utilizes prototyping to communicate design concepts and gather valuable stakeholder and user feedback.
- Detail-oriented for precision and accuracy.
- Proactive mindset for exceeding expectations.
- Strong communication skills for successful collaboration.
- Delivers high-quality results in fast-paced environments.

## Work Experience

### Perficient • Lead Visual Designer • Minneapolis, MN

Jan 2016 – Present (7 years, 5 months)

- Led visual design, and UI/UX for responsive web and native app projects for diverse clients across various industries.
- Collaborated with cross-functional teams to execute compelling and user-centric design projects.
- Produced high-quality design deliverables, including wireframes, mockups, prototypes, and specifications.
- Translated wireframes and prototypes into polished interfaces for optimal user experiences.
- Created and maintained design systems for consistency, a streamlined process and scalability across projects.
- Employed best practices in visual and interaction design for intuitive and appealing digital experiences.
- Stayed updated on emerging trends, incorporating them for impactful design solutions.
- Worked closely with stakeholders to define requirements and deliver visually engaging solutions.
- Conducted user testing to refine designs for usability and accessibility.
- Managed multiple projects, ensuring timely delivery and effective communication.
- Facilitated design sprints and workshops to drive innovation and expedite ideation and prototyping.
- Used data-driven insights to enhance design decisions, improving user satisfaction, engagement, and conversions.
- Actively participated in user research & testing for validating design concepts and improving user experience.
- Mentored junior designers, fostering growth in visual design and design thinking.

## **360i • Art Director • New York, NY**

Oct 2011 – Feb 2015 (3 years, 5 months)

- Led creative direction and strategy for responsive web, native apps, and social media campaigns, aligning with brand guidelines and objectives.
- Conceptualized and executed visually stunning designs for seamless experiences across devices and platforms.
- Collaborated with cross-functional teams to develop innovative concepts that captivated audiences.
- Oversaw designers, ensuring high-quality creative output.
- Stayed updated on trends and best practices in web design, app development, and social media for impactful campaigns.
- Delivered creative solutions exceeding client expectations.
- Analyzed campaign performance, optimizing engagement, conversions, and user experiences.
- Managed multiple projects, ensuring timely delivery and budget adherence.
- Fostered a collaborative and dynamic team environment, driving creativity and growth.

## **Education**

- 2005: Minneapolis College of Art & Design (Bachelor of Fine Arts, Illustration & Graphic Design)

## **Press**

- 2019: Symantec Support (TSIA “Rated Outstanding, Global Assisted & Self-Service Support”) (dotcommawards “Professional Service”)
- 2017: American Express (The Community Roundtable “Best Community Design Element”)
- 2014: HBO GOT Take the Throne (FWA “Site of the Day”) (AdAge “Fan Tweets Are Turned into a Digital Iron Throne”)
- 2014: HBO GOT Beautiful Death (AdAge “HBO illustrates each 'Game of Thrones' death in online art gallery”)
- 2013: HBO Roast Joffery (Shorty Awards “Best use of Social Media Finalist”) (Huffington Post “GOT roasts Joffrey on twitter and the comments are spot on”)