

# CHRISTIAN CERDA

## Product Designer

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### EXPERIENCE

#### SKILLPRINT

Remote, US

##### Product Design Consultant

August 2022 - October 2022

- Developed designs from sketches and wireframes to high-fidelity prototypes using Figma, a mobile and web app prototyping tool.
- Aligned with the development team to ensure designs were both feasible and rapidly implemented.
- Researched both direct and indirect competitors to gain knowledge into design implementations.
- Planned and strategized the implementation of both new and existing features.

#### ZIPLINE.IO

Remote, US

##### Contracted Designer

June 2022 - November 2022

- Collaborated with the Zipline team, using Adobe Illustrator to design custom branded pins and badges for the CAHF Summer Conference in Monterey.
- Assisted the Zipline team at the CAHF Annual Convention & Expo in Palm Springs with both design consulting and insight on the layout of digital signage.

#### THE LUMERY

Remote, US

##### Contracted Animator

June 2022 - July 2022

- Liaised with The Lumery to develop a 2 minute animated informational video using Adobe After Effects.
- Mediated with The Lumery through the storyboarding stage in order to provide a technical piece centered on their insurance industry client.

#### THE UNIVERSITY OF SYDNEY

Sydney, AU

##### Academic Tutor

August 2021 - Dec 2021

- Taught first-year university students on the fundamental principles of animation, and its role in mobile and web design.
- Served as the instructor for online virtual classes up to 150 students, while also working individually to assist those that required extra attention.
- Developed and led the creation and demonstration of online content on Adobe XD (a web and mobile design prototyping tool).

#### AIRROBE

Sydney, AU

##### User Experience Designer

December 2020 - November 2021

- Designed and improved upon both existing and new features for AirRobe, a small online second-hand clothing startup with a focus on pushing the fashion industry into a circular economy.
- Worked on both Business to Business (B2B) and Business to Consumer (B2C) workflows using both Adobe XD and Figma, leading to a partnership with one of Australia's largest online e-commerce sites the ICONIC.
- Conducted user research to evaluate and design the implementation of new features on the Marketplace site using Zoom.
- Evaluated and contributed to the existing design system, and its application to a range of screen sizes.

### EDUCATION

#### THE UNIVERSITY OF SYDNEY

Sydney, AU

##### Bachelor of Design Computing

Graduated December 2020

- Graduated on the Dean's List of Excellence in Academic Performance for 2020
- Achieved best product design of Spring 2018, for the creation of the AdLight (a portable smart bike light).

### SKILLS

Technical: Adobe XD, Figma, Adobe Illustrator, Adobe After Effects, Adobe Premiere, Adobe Photoshop, Blender, Unity, Prototyping, Wire-framing, Sketching, User journey mapping, Personas, Usability testing, HTML, CSS, and Javascript  
Language: Conversational Spanish.