Rick Makoul

UX DESIGNER | VISUAL DESIGNER

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Professional Experience

Hi, my name is Rick, it's nice to meet you! Through UX Design and visual artistry, I help companies understand current and perspective customers, so that together we can craft experiences that engage and delight.

UX Design / Visual Design Consultant
Los Angeles, CA

Companies: AFC Corp., Daiwa, BeamLabs-Guardian USA

JUL 2017- PRESENT

> Landing page designs, Amazon Retail/E-commerce design (CX Design), website/responsive design, eBlasts, Blogs, and UX-UI Mobile Product Designs.

> Creative Art Direction for tailored marketing assets across copy, imagery, print and digital product design.

Visual UI Designer
BQE Software - Torrance, CA

DEC 2019 - MAY 2020

> Translated & aligned on-brand concepts into precise and clear visuals.

> My design solutions successfully translated into high-quality outputs for digital products and assets with measured results across marketing campaigns and content graphics.

> Creation of both web and App UI Designs. Iterative, rapid mock-ups, wireframes & prototypes from low to high fidelity.

Lead Visual Designer
AFC, Inc. - Los Angeles, CA

Duties: Marketing touch points: Brand-identity, Digital. Print, Packaging Design, Photography–Video, Motion Graphics, UX-UI/Interaction Design.

OCT 2015 - JUL 2017

> Translated & aligned on-brand concepts into precise and clear visuals and expertise in tailoring marketing assets across copy, imagery & digital designs.

> Successful problem-spotting for projects and translate these into effective visual strategies and measured solutions.

Visual Design & Graphics Consultant
Los Angeles, CA

Companies: Kappa Studios, FuseFX, Prime Focus, Yu&Co., CBS Digital, Encore Hollywood, Escape Studios, Video Symphony

DEC 2008 - OCT 2015

> Designed creative assets for digital, print, as well as Film-TV graphics. My trend-relevant designs resulting in fully aligned team outputs and uniform standards.

> Continuously improving my skills while pushing emerging technology boundaries.

Graphics Specialist
RTT USA - Pasadena, CA

MAR 2006 - NOV 2008

My problem-solving skills, hard work and goal-focused visual designs for Lexus, Toyota, Ford Campaigns uplifted the quality for project deliveries and business goals, as well as, collaborations with Saatchi LA. The results were highly regarded for professionalism, creativity, and out-of-the-box, design-thinking workflow.

Highlights

> Over 5 years of combined experience in Visual and UX Design

> Complete UX Design process from discovery to design

> Focused and thoughtful demonstration of research-based principles from the perspective of the end user

> Clear, consistent design language and on-brand systems

> Combining crystal-clear sense of color, type and hierarchy

> Perform data gathering, task analysis and usability testing

> Forward-thinking designer who thrives on creative risks

> Pinpoint usability problems and offer practical design solutions

> Successful in complex project and collaborative environments

Core Competencies

Tools

Adobe CC / XD	Principle	ProtoPie
Sketch	Just-in-Mind	Mural
Figma	Zeplin	HTML / CSS
InVision	Bravo	Slack / Asana

User Experience

Visual Design	Research-Synthesis
Rapid Prototyping	User / Usability Testing
Systems Design	UI Design Consistency

Education

CalArts (Oct 2018 - Apr 2019)
UX Design Certification- Online. Immersive courses focusing on end-to-end UX Design, usability testing, visuals, UI prototyping, IxD, as well as, mobile-first capstone projects.

Bradley Academy of the Visual Arts
Visual Communications and Graphic Design Degree