

# Aldo De La Paz

aldodelapaz.com • 786.210.2368 • Brooklyn, NY



## Experience

### Associate Director, Product Design

360i

Establish the visual & experience design direction of digital products for major brands. Manage a team of product designers by providing creative direction, mentorship and career growth guidance. Participate in scoping, pitching and resourcing duties.

Jul 2016 – Present

*New York, NY*

### Product Design Lead

360i

Lead the visual & experience design of digital products for major brands. Mentor experience & interface designers, collaborate with developers & creatives, and help expand the agency's digital product design capability.

Jul 2015 – July 2016

*New York, NY*

### User Experience Designer

Alma DDB

Skillfully led the design, functionality and overall experience of interactive projects. As a key digital creative, served as an integral part of the concept process and realize the team's ideas from layout to development.

Dec 2013 – Jun 2015

*Miami, FL*

### User Interface Designer

EA SPORTS

Designed visually compelling user interfaces for EA SPORTS Madden NFL (mobile & console). Contributed art direction & interface design expertise to create exceptional game experiences on multiple platforms and devices.

Apr 2013 – Dec 2013

*Orlando, FL*

### Sr. Web Designer

Laughing Samurai

Conceptualized and executed beautifully functional designs for web, mobile devices & email. Elevated brands through the design of various elements for print and online media. Mentored Jr. designers & developers.

May 2012 – Apr 2013

*Orlando, FL*

### Lead Designer

Habitat Tracker, Florida State University

Spearheaded the design and development for mobile and web-based components of the Habitat Tracker project. Served as a mentor for a team of junior designers and developers, as well as FSU undergraduate students.

Aug 2010 – May 2012

*Tallahassee, FL*

### Front-End Developer/Designer

Salter>Mitchell

Developed and designed interactive web applications and online media. Merged technology and design to produce stunning and functional interfaces for major US government organizations.

May 2009 – Jul 2010

*Tallahassee, FL*

## Education

### MS, Integrated Marketing Communication • Digital Marketing

Florida State University

May 2012

*Tallahassee, FL*

### BS, Information Technology • Web Design

Florida State University

May 2010

*Tallahassee, FL*

## Skills

Digital Product Design

Digital Art Direction

Rapid Lo-Fi/Hi-Fi Prototyping

User Interface Design

Illustration

HTML / CSS / JavaScript

User Experience Design

Motion Graphics

Adobe CC, Sketch, InVision