

# RITCHEL VERONICA ARCETA

## UX UI DESIGNER

### CONTACT

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### SKILLS

Design Thinking  
Prototyping  
Journey Mapping  
Wireframing  
User Research  
UI/UX Design  
HTML+CSS  
Branding  
Marketing  
Graphic Design

### TOOLBOX

Photoshop  
Illustrator  
Sketch App  
Figma

### EDUCATION

Bachelor of Fine Arts  
Graphic Design  
Radford University  
2011-2015

Master of Science  
UX and Interaction Design  
Thomas Jefferson University  
2017-2018

### User Experience Designer at Automated Ledgers

November 2022-Present

- Designed dashboards with Google Data Studio and Google Sites, improving data visualization and accessibility for a private education institution.
- Created personas, wireframes, and screen flows for a start-up, aligning user-centered design with business goals.
- Analyzed user feedback to enhance navigation and usability, boosting engagement metrics.
- Developed online content to ensure consistency in brand identity across digital platforms.

### UX Web Design Intern at QVC, Inc.

July 2017-December 2017

- Collaborated with an agile team, reporting to the Creative Director to align with project goals.
- Developed user flows, personas, wireframes, and prototypes, applying user-centric design to improve product experiences.
- Utilized responsive design principles, optimizing layouts for the QVC mobile app using Sketch.

### Graphic and Web Artist at CTR Group (C2 Technologies)

September 2015 - October 2016

- Designed layouts and interfaces for employee web training using Photoshop and Illustrator, while editing HTML/CSS for seamless integration.
- Created composite images, data visualizations, and infographics to enhance educational materials.

### Graphic Design Student at Radford Printing Services

December 2014-May 2015

- Layout business stationary for faculty and staff with offset printing
- Redesign and update campus flyers and brochures
- Track orders and communicate to departments for projects and events