

RICHARD ARMADA

I am a curious, driven designer passionate about emerging technologies and how they can help users get the most value out of their mobile or web applications. As a designer, I see my role as being the voice of the end user throughout the entire design/development/iteration life cycle. By empowering the user through technology and design, we can build trust with users/customers while achieving business goals.

CONTACT

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ACHIEVEMENTS

Awarded several bonuses for work that exceeded expectations and effort that went above and beyond.

Was chosen to become a member of the Roche Development Marketplace, a campus-wide initiative to expose employees to other Roche business areas.

TV commercial series concept and storyboard chosen to be produced. Was made creative art consultant during shooting and editing of commercial series distributed nationwide.

First page search results within 30 days after launch and up to #2 page rankings for targeted keywords (World of Vapor, Faith Presbyterian, Morrisville Crossfit).

Over 70% increase of daily page views after redesign of site (Faith Presbyterian)

Over 100% increase in user engagement after blog redesign (fattyhansen.com)

SKILLS

Creativity	HTML
Communication	HTML5
Problem-Solving	CSS
Marketing	PHP
InDesign	Sketch
Photoshop	InVision
Illustrator	Framer
Premiere Pro	Axure
After Effects	Balsamiq

EDUCATION

1998-2001	2001-2003
Georgia Tech	University of North
Atlanta, GA	Carolina Charlotte
Architecture	Charlotte, NC
	Political Science

WORK EXPERIENCE

Eli Lilly September 2017-Present

Senior UI Designer

Own and drive design for digital products. Collaborate cross-functionally to synthesize user needs, business requirements, and technical boundaries to inform development of user-focused and intuitive products.

- Support execution and alignment toward a clear product vision by articulating both the value of user-centered design and the concept for an end product to multiple stakeholders.
- Drive the design process through user research, design discovery, application architecture and prototyping.
- Manage multiple projects simultaneously.
- Proficient in UX design tools (Sketch, InVision, Adobe XD, Framer, Axure, etc.).

The Consultants Consortium June 2017-September 2017

UX Developer

Responsible for building wireframes UX designs. Developed the front end of web applications and worked closely with developers to align business goals with the user experience.

Roche Diabetes Care Inc. March 2015-June 2017

Digital Marketing Specialist, Senior Graphic Designer

Successfully manage, design and create graphic design projects from concept through completion. Work closely with clients to execute vision and consistently meet deadlines in a fast-paced, high-producing environment. Coordinate with agencies and vendors to meet all project requirements. Create and conduct highly persuasive sales and marketing presentations.

- Meet with marketing managers and project managers to determine marketing and design vision, scopes of work, and budgets and deliverable time frames.
- Create digital media for apps, interactive iPad sales aids, on line and social media marketing, and television.
- Create promotional websites/micro-sites and marketing email templates using HTML, HTML5, CSS, PHP and Java Script.
- Design the structure, aesthetics and UI/UX for interactive iPad sales aids.
- Produced, shot and edited corporate videos.
- Created animations and motion graphics for video and web applications.

Naked Eye Graphic Design November 2012-2018

Owner

- Worked with local, small businesses as well as national brands to develop and design marketing campaigns to meet individual business needs.
- Organized and executed complex design and marketing campaigns for large institutions through systematic content generation and engagement analysis.

Graphic Designer

- Worked with business owners, art directors, PR consultants and clients to develop design projects from idea to implementation.
- Designed social media ad campaigns that led to an increase of engagement up to over 300%.
- Conceived of entire branding and marketing campaigns from the ground up for small businesses and larger institutions.

Web Designer

- Worked with business owners and clients to determine business needs and goals for development of web marketing tools, and tailored website designs used to accomplish business goals.
- Trained, consulted and supported in-house web management teams in SEO and web management best practices.

RICHARD ARMADA

RECOMMENDATIONS

I am writing a recommendation for Richard Armada. I've worked with Richard for the past 2 years and he is an incredibly talented designer. I've been in the Marketing Communications industry for over 30 years, and I can honestly say that Richard is one of the most creative people I've had the pleasure to work with. His flexibility allows him to see the "bigger picture", while taking into account the strategy and objective. Richard has the ability to work with cross-functioning teams, and remains focused and accountable to deadlines. When projects get derailed by stakeholder input, or lack of direction - Richard's sensitivity and professionalism never wavers. His production skills, his design skills and his strong work ethic, would make him a valuable asset to any company.

Patti Wirt *Marketing Communications Consultant at Roche*

Richard is an incredibly talented and thoughtful designer I've had the pleasure of having on my team. He takes direction well and is skilled at bringing unique concepts to the table as well as quickly knocking out production jobs with ease. His ability to quickly learn interactive design software like ScrollMotion and his passion for motion graphics and HTML only enhances his value to the team.

Doug Richards *Creative Lead, Marketing Creative and Production Services Inc., Eli Lilly*

Richard is very passionate and has great vision for his work. He has worked with me and my team over the past two years to develop interactive sales aids, websites, emails, and promotional videos, just to name a few. His focus keeps everything moving smoothly, he makes sure all the deadlines are met, and makes sure that whatever project he is working on meets the highest standards. I would highly recommend him.

Joanna Mamula *Marketing Manager at Roche*

I had the opportunity to work with Richard on a career development program at Roche. Richard was responsible for team communications and brought to the team fresh ideas and designs. He was a pleasure to work with, had a great attention, and was a great team player. I hope I have the opportunity to work with Richard again in the future!

Krista Zuber *Operations Project Management Consultant at Roche Diabetes Care Inc*

I have had the pleasure of being a client to Rich for numerous projects. Rich brings to organizations creativity in the face of strict industry regulation, effective products under tight deadlines, and an innovative approach to help us win business. His fresh thinking and new ideas are an asset, not to be missed!

Beth Rouge *Group Marketing Manager, Patient and Healthcare Professional at Roche Diabetes Care, Inc.*

I worked with Richard when he was going through the interview process at Roche Diagnostics. During the entire process, Richard was open to hearing what we needed from him. He was a great listener and proved it in his response. He was always quick to respond to any of my emails or phone calls. Richards graphic design portfolio is top-notch and I would personally recommend him. I hope to continue working with Richard in the future.

Cory Spears *Sales & Support Professional*

PROFESSIONAL REFERENCES

Patti Wirt

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Doug Richards

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