

roy torres

IxD + UX

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roy-portfolio.com

education

School of the Art Institute (SAIC)

Chicago, IL
Art & Design, Visual Communication (VisComm)
Winter 2011–Spring 2012
New Artist Society Presidential Scholarship

DePaul University

Chicago, IL
Human Computer Interaction (HCI)
Winter 2009–Spring 2011
MA of Arts, Class of 2012

Columbia College

Chicago, IL
Art & Design, Print
Fall 1987–Spring 1996
BA Graphic Design, Class of 1996

skills

Computer Axure, Mockflow, Omnigraffle,
Morae, Adobe CS
Basic Knowledge CSS, HTML, JQuery

social connections

twitter @GreenAuditor
g+ [google.com/+roytorres](https://plus.google.com/+roytorres)
photos ryetorres.vSCO.co

work experience

Merkle Inc

Chicago, IL
UX Architect: Mar 2016–Dec 2016. Contract
A full-service interactive marketing and brand
agency.

Responsibilities create responsive wires of
varying fidelities with logical flows. Facilitate
user research and usability testing and deliver
strategic recommendations with confidence.

HS2 Solutions

Chicago, IL
IxD, UI: Dec 2015–Jan 2016. Freelance
A full-service interactive marketing and internet
technology agency.

Responsibilities are to devise clear interaction
strategies in sync with business and user goals,
develop navigation and site structure, organize
content, and advocate for the end user. Helping
to define and solve complex user interface
problems.

Accuity RBI

Chicago, IL
IxD, UI: Oct 2014–Nov 2015. Fulltime
Leading FinTech for B-to-B data and content
providers.

Responsibilities include interviewing customers
using current SaaS. Through this data mining
process create wireframes/prototypes for the new
UI redesign

TMP Worldwide

New York, NY
IxD, UX, UI: Sept 2012–Oct 2014. Fulltime
Advertising agency specializing in creating
responsive recruitment career sites.

Responsibilities include wireframes, creating surveys, personas, and user testing.

[Sponge](#)

Chicago, IL

UX, IxD: Sept 2012–Sept 2012. Freelance
Marketing and Branding agency driving ideas in both communication and technologies.

Responsibilities include working remotely on this project with Developer, and QA to transition two sections of the Kerrygold U.S.A website over to Wordpress. Methods used; Contextual Interview, Persona, Sitemap, and Wireframes.

[Acquity Group](#)

Chicago, IL

IxD: Mar 2012–Jun 2012. Freelance
Digital & Interactive Marketing Services.

Responsibilities include creating wireframes in omnigraffle for WESCO Direct website redesign.

[Manifest Digital](#)

Chicago, IL

IxD, UX: Jun 2009–Sept 2011. Fulltime
Brand strategy.

Responsibilities include assisting project leaders in the planning and execution of usability studies, coordinating logistical aspects of research projects, such as communicating with participant recruiters, assisting with research setup, greeting participants. Assisting with the analysis and documentation of test results. Developing and refining user interface through user segmentation, personas, and heuristics. Design concepts via sketches, and wireframes. Clients: Allstate, Tribune Media Group, CDW, and Food Channel.