

ROBERTO GARZA

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Professional Summary

UI/UX Designer and Operations Specialist with experience in branding, website design, workflow optimization, process automation, and business operations. Proven ability to create systems that improve efficiency, support cross-functional teams, and streamline daily operations. Seeking opportunities in UI/UX Design, Product Design, Operations, or Business Systems roles.

Technical Skills

UI/UX Design, Figma, Adobe Illustrator, Adobe XD, Adobe After Effects, Procreate, Wix Studio, Web Design, Front-End Development, Brand Identity, Social Media Marketing, Google Sheets Automation, Workflow Design, Process Improvement, Data Organization & Reporting, Microsoft Office, Project Management, English & Spanish (Fluent)

Professional Experience

Lead Graphic Designer, Marketing & Operations Coordinator

JNS Packaging | Aug 2023 – Present

- Led company rebrand including logo redesign, brand identity, marketing materials, and visual strategy.
- Designed and developed the company website to improve customer onboarding and product discovery.
- Managed social media marketing initiatives across Instagram and Facebook.
- Created and optimized operational workflows used by multiple departments.
- Developed custom Google Sheets systems utilized by 5+ team members to manage orders, production tracking, inventory, and business operations.
- Automated reporting and workflow processes using advanced spreadsheet functions and data organization methods.
- Collaborated with management and production teams to identify operational bottlenecks and implement process improvements.
- Designed and developed a workflow management application that streamlines order intake, production tracking, expense management, and operator printing processes.

Freelance Designer

Dec 2022 – Present

- Created branding, logo design, website design, and marketing materials for clients.
- Managed client communication, project requirements, and design delivery.
- Delivered custom visual identities and digital experiences for small businesses.

Education

Bachelor's Degree in Visualization

Texas A&M; University

Projects & Leadership

2022

Mint Event App Prototype – Design Lead

Led UI/UX design, branding, animations, and presentation materials for an NFT-based event experience application. Managed final prototype presentation and contributed to selection as a top contender at a major Vizagogo exhibition event.