

# Carlos Porto

UX / UI Designer and Developer

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I'm passionate about simplifying complex ideas into usable interfaces and iteration of prototypes into a final product. I get excited about users' interaction with AI software to help with daily tasks. My areas of expertise include sketching interface designs; flows, prototype implementation; and front end development.

## Expertise

### Experience Design

UI Sketching  
User flows  
Wireframes  
Design patterns  
Prototypes  
Usability Best Practices

### Visual Design

Interface design  
Illustration and Iconography  
Style guides  
Design Patterns

### Front End Development

Rapid Prototyping  
HTML5 and CSS3  
JavaScript / ES6  
Scalable and Modular CSS,  
BEM  
Web Accessibility ADA /  
WCAG  
Component / Template Based  
Architecting  
A/B testing  
Cross-browser Compatibility  
Performance optimization  
Mobile-First Responsive Design  
Progressive Enhancement  
SEO / Building Findable Sites

## Education

### School of Visual Arts

Undergraduate Computer Arts  
Major

### Hudson County Vocational Technical School

Graduate Graphic Arts/Desktop  
Publishing Major

## Experience

### Senior UX/UI Designer

Satisfi Labs, New York City, NY

Sept 2018 - Oct 2019

I was tasked with the complete overhaul of the AI enabled chat bot which resulted in a best of breed ADA compliant chat bot. This project involved researching competitors, redesigning the UI, and managing three remote developers. I also created an approval publishing system for the Knowledge Management Platform used for the 2019 US Open. The publishing system for the aforementioned Platform will be expanded to all clients.

- Facilitated user interviews and research in contribution to the development of a client onboarding upload tool for Client Services team.
- Developed JSON API to expand chat bots' capabilities using structured content.
- Researched, sketched, and developed prototype UI for a bot theming application tool.
- Designed web chat prototype experiences for the sales team to pitch client ideas.

### UI Lead

Virtusa, New York City, NY

Jul 2017 - Sept 2018

I joined the team to bridge development with UX and to help facilitate new redesigns for NY Life Insurance and Capital One Auto Loans. Another significant accomplishment included the collaboration with the UX team to build a reusable design library for utility across Virtusa's client visual and development style guides.

- Collaborated with UX on wireframe development for Capital One Auto Loan redesign.
- Implemented a redesign of New York Life Insurance with internal and offshore teams.
- Ensured templates were ADA compliant and accessible via assistive technologies.
- Communicated and enforced UI coding standards with the remote development team.

### Front End UX/UI Developer

Kasisto, New York City, NY

Feb 2017 - Jun 2017

My role as contractor involved working on a pilot program for Morgan Stanley. I designed the UX/UI and later coded/developed a single page application using various web technologies. I also was tasked with developing a web-view version of their flagship product Kai. Using BEM methodology, I developed simple CSS api which provided more flexible theming.

- Researched and created interface prototypes for new UI. Developed final wireframes for UI.
- Coded the front end using jQuery for interaction, handlebars.js for templating, PostCSS/cssNext as the style preprocessor and webpack as the final bundler.
- Developed Theming API for the web view version of the flagship Kai application.

## Tools and Frameworks

Sketch  
InVision Studio  
Framer X  
Adobe Products  
Photoshop  
Illustrator  
Visual Studio Code  
Sublime Text  
Git  
Webpack  
Gulp  
CSS Preprocessors: SASS,  
LESS, CSSnext, PostCSS  
VUE.js  
React.js  
Angular  
Node.js, NPM, Yarn  
Autodesk Fusion360  
Jira  
Confluence  
Video Editing

### Senior Web Developer

Rhythm One, New York City, NY

As the Senior Developer I spearheaded the company's entry into producing interactive rich media units such as interactive accelerometer-based animations and parallax carousels. Collaborating with Sales department to generate over \$3 million in one quarter, with continued steady growth due to expanding ad product and experiences of creative ad tech. I worked alongside clients and designers to build and optimize multi-screen advertising solutions.

### Senior Front End Developer

Inform Technologies, New York City, NY

As Senior Front-end Developer I worked closely and collaboratively with the product team to design and implement the presentation layer for all of Inform's products and systems. Designed and developed an internal system status board which was displayed on a wall sized television.

### Software Developer

Schematic, New York City, NY

As an Interface Engineering team member, I was charged with producing elegant cross-platform, cross-browser HTML, CSS and JavaScript. I worked closely with designers, UX and back end programmers to implement designs and support modern browsers, mobile handsets and Internet Explorer 6 and later versions.

### Senior Graphic & Web Designer

Liberty Travel, Mahwah, NJ

As sole Web Designer/Developer, I was tasked with the company's transition in updating their back-end systems to run on .NET. Specifically, I created guidelines for planning design, organization and development of new pages using Accessible Web Standards for future website creation. During this transitional period, I was also charged with updating existing front-end of websites using existing back-end technology.

### Senior Graphic & Web Designer

New York City Board of Education, Brooklyn, NY

As Senior Designer, I defined a Style Guide for design, front-end CSS, and XHTML to ensure compliance on current and future NYCDOE web sites managed on a .Net CMS backend. This standardization process helped NYCDOE scale and create accessible websites, as well as enhanced the websites' responsiveness while reducing bandwidth costs.

### Web Developer and Designer

Thomson Financial (formerly ILX Systems), New York, NY

As a Web Developer and Designer, I standardized web application UI using CSS in all Thomson applications which was later connected with the NY Stock Market database by back end developers. I also designed and developed corporate intranet using Flash.

### Web Producer

mail.com, New York, NY

I was responsible for the production and ongoing maintenance of web pages. My work products included designing promotional artwork featured in email newsletters in addition to external online media for web sites and ads. Most of the design work was hand coded in html for developers to add dynamic connections to a database.