Eduardo de la Torre

UX/UI & Visual Designer

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305.773.3751

EXPERIENCE

Auction123
UX/UI Designer

Oct 2004 - Apr 2019

- Lead the visual design direction for all core automotive dealer solution products. Responsible for creating wireframes, prototypes, style guides and high fidelity mockups. Produced aesthetically rich user interface designs for desktop, Android and IOS applications.

- Provided innovative design concepts based on a deep understanding of user needs and business objectives.

- Lead the visual design direction for the re-design of the Dealership Inventory Management Dashboard.

- Designed end-to-end UX and UI solutions for Auction123's product suite from business and stakeholder needs and constraints.

- Worked closely with Marketing and Content Strategist to create designs for sales and marketing presentations, interactive training solutions, trade show displays and corporate websites.

- Worked together with Dealerships, to create a vision for their online advertising presence: website and logo design, local ads, and other graphic needs based on the latest trends (earned several industry awards for Best Dealership Websites).

- **ListYourVehicle** - Successfully created brand identity and corporate websites. Collaborated with fellow teammates to create user-centered designs for a new enterprise platform that serves the needs of the user. Delivered wireframes, mock-ups, annotated design specifications, prototypes and final designs to development team.

- **Dealer Summit** - Responsible for creating corporate identity, designed and developed the Website, trade show banners, marketing/sales presentations.

Destination Television
Web & Graphic Designer

Nov 2003 - Sep 2004

- Designed corporate website and layouts for digital and print media.

FX Innovative Design
Industrial Designer

Jun 1999 - Jul 2003

- Conceptualized and developed various architectural elements.

- Produced high quality renderings and animated flythroughs for presentations.

Rodi Furniture Design
Industrial Designer

Feb 1998 - May 1999

- Designed furniture for mass production.

SKILLS

Visual Design

Interaction Design

Prototyping

Wireframing

User Flows

Low / High Fidelity Design

Prototyping

Design Research

User Interface Design

Web Design

Industrial Design

Tools

Photoshop

Illustrator

InDesign

Adobe XD

InVision

Sketch

HTML / CSS

3D Studio Max

EDUCATION

The Art Institute of Ft. Lauderdale

B.S. Industrial Design

December 2000