



# RENE ECHÁVARRI

## USER EXPERIENCE/WEB DESIGNER

Extensive experience directing a team of User Experience and Web Development professionals to produce superior, user friendly applications and websites in academic and healthcare environments. Versed in guiding a project from conception to completion—securing content from writing staff, art directing UI design, and leading web development work. Experience in creating, editing and repurposing copy for use in a wide variety of materials. Skilled in working with diverse constituencies to achieve results.

🏠 San Antonio, Texas 78240 ✉ ren@tastawerk.net 📞 available on request

### WORK EXPERIENCE

#### USER EXPERIENCE TEAM LEAD/WEB PROJECT LEAD UT Health Science Center San Antonio

May 2014 - Present

- Supervise a team of web developers and UX/UI professionals to deliver superior website solutions
- Plan, execute and document user research/testing exercises
- Create wireframes, designs and prototypes for all university web products
- Lead the User Experience Team to produce compelling user-driven solutions
- Coordinate Dev and UX activities with multiple constituencies across campus

#### WEB DESIGNER

##### UT Health Science Center San Antonio

December 2011 - April 2014

- Design and produce websites/collateral materials for clients from across campus
- Provide superior customer service and support for both printed and electronic products
- Create proposals and estimates/statements of work for HSC clients

#### FREELANCE DESIGNER

March 2008 - Present

- Design, develop and maintain websites for various clients on a contract basis.
- Create publications and collateral materials on a contract basis.

#### MULTIMEDIA DESIGNER/UNIVERSITY WEBMASTER Texas A&M University-Kingsville

April 2001 - October 2010

- Design/maintain top-level pages and assorted university department websites.
- Produce publications (fliers, posters, brochures, multimedia presentations) for various departments on campus.
- Design, layout, writing and editing for alumni publications including the TUSK magazine.
- Propose and implement policies related to web usage.

#### ONLINE DESIGNER

##### Corpus Christi Caller-Times

May 2000 - April 2001

- Design and layout for both internal and external websites
- Create custom advertisements for clients
- Daily website updates with wide discretion for selecting newsworthy events
- Copywriting and sometimes voice talent for CallerRadio News, a news podcast

### EDUCATION

#### BACHELOR OF MUSIC Texas A&M-Kingsville

May 2000

### SKILLS/TOOLS

#### UX Research

Experience Maps, Persona Creation, KJ Sessions, Card Sorting

#### UX Design/Information Architecture

Wireframes, User Flow Diagrams, Site Maps, OmniGraffle, UXPin, InVision

#### UI Design

HTML Prototyping, CSS, Javascript, Sketch, PatternLab

#### Graphic Design

Photoshop, Illustrator, InDesign, Affinity Publisher, Affinity Designer