

# Ricardo E. Gálvez

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bulletprooftoupee.com

Hailing from Albuquerque New Mexico, living the dream in NYC.

Multidisciplinary designer & strong collaborator.

Over 15 years of experience in designing in analog and digital spaces.

*areas of expertise:*

Adobe Creative Suite

Illustration

Custom Typographic treatments

HTML / CSS

User Experience Research & Testing

Wire Framing / Prototyping

Drupal & Wordpress

Responsive Design and Development

Project management

## Professional Accomplishments

**WNET/THIRTEEN, New York Public Television (PBS), New York, NY**  
2009 - Present

### Web and Multimedia Design

Lead role in creating and delivering unique design aesthetics for a range of national PBS programs and series including NATURE, American Masters Shakespeare Uncovered, Finding Your Roots, NJTV News, and Orchestra of Exiles. Experience working collaboratively with multidisciplinary teams to solve design and technical problems.

### Responsive Design & Content Strategy

Integral role in applying responsive design principles and content strategies to web-based projects to increase audience engagement and reach. Work with senior members of the team to establish design methodologies and aesthetics for tablet and mobile spaces for THIRTEEN, WLIW21 & NJTV television stations.

### User Interface Design

Lead interface designer for THIRTEEN Explore, an ondemand content delivery application which has been downloaded over 100,000 times. Worked closely with the design and development teams on all mobile projects including NYCArts, MetroFocus iPhone & iPad applications.

### Design Concepting and Branding

Principal collaborator who established the look and feel for the PBS Digital Studios series DIORAMA. Created on screen graphics, illustrations and logo treatments.

### WireFraming and Prototyping

User Interface, Experience and graphic designer for new NJTV News daily news program. Excelled in "Agile" team structure designing & building a complex news site from ideation through wireframing, prototyping and final design. Developed scenarios for mobile, tablet & desktop usage as well look and feel for site.

## Freelance Projects 2009 - Present

Pinch Food Design [pinchfooddesign.com]: New York: Design & Development, Drupal

Huckleberry Bar [huckleberrybar.com]: Brooklyn: Design & development, Drupal

Luis Urrea [luisurrea.com]: Design & Development, Drupal

Outcast Films: Print Design, "Sex in an Epidemic" Creative Direction & Design, "Riot Acts" Creative Direction & Design, Website Maintenance & Trouble Shooting

## Education

Earned BFA University of the Arts, Philadelphia, PA

Earned Offset Printing Press Operator's Certificate Central New Mexico Community College, Albuquerque, NM