

MARITZA GARCIA

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ritzdesigns.com

Versatile Designer with expertise in software experience, industrial design and engineering related fields. I strive to create meticulous designs that are validated through research and testing. It is important to me to maintain a strong line of communication and rapport with my team in order to achieve our common goals.

EMPLOYMENT

USER EXPERIENCE DESIGNER

July 2014 - Jan 2018

Autodesk Inc. | Portland, OR

- Research to create effective & intuitive interactions which increased MAU retention rates from 3 out of 11 to 5 out of 11
- Created wire-frames and prototypes for design validation of CAD work-flows
- Created detailed design specifications for fully functional and feasible software features
- Acted as product owner to deliver 6 week releases by managing and prioritizing product backlog
- Collaborated with development team in Agile process to create designs within achievable limitations of time and software framework

INDUSTRIAL DESIGNER

June 2013 - Jan 2014

Autodesk Inc. | Ann Arbor, MI

- As an intern explored applications of Autodesk Fusion 360 to design products
- Provided feedback to the product team, UX designers, marketing, and developers
- Mapped applications of Autodesk Fusion 360 into an Industrial Design university program
- Helped create and document work-flows using Autodesk Fusion 360 with other Autodesk products

PACKAGING ENGINEER

Jan 2013 - May 2013

Eisai Inc. | Raleigh, NC

- As an intern collaborated with Packaging, Quality, Purchasing, Planning and Marketing to get release ready product and meet FDA regulations
- Performed line trials and test runs in house on packaging lines
- Provided recommendations for packaging/production related issues, improvements & cost-saving
- Created & maintained controlled good practice documentation such as Bill of Materials, Standard Operating Procedures, & Standard Test Methods

PACKAGING ENGINEER

July 2012 - Dec 2012

Kellogg Co. | Battle Creek, MI

- As an intern worked as lead packaging engineer to design packaging containers
- Coordinated and led plant test trials for qualification of materials and finished product
- Supported projects involving retail and alternate channel package development, improved package designs, research, supply chain initiatives and cost savings projects
- Consulted with departments to determine costs and feasibility of producing packaging

INDUSTRIAL DESIGNER

Mar 2012 - May 2012

Josh Owen LLC | Pittsford, NY

- As an intern assisted in ideation and presentation of brand extensions for Kontextür, Areaware, and Corning Museum of Glass
- Supported the design for Kontextür's exhibit to be presented during Design Week at New York City's Wanted Design

DESIGN TOOLKIT

Fusion 360
Modo
SolidWorks
Autodesk Inventor
InVision
Sketch
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Microsoft Office
Axure

DESIGN SKILLS

Wireframing
Prototyping
User Research
Agile/Scrum
User Research
Persona Creation
Usability Testing

EDUCATION

BACHELOR OF FINE ARTS

ROCHESTER INSTITUTE OF TECHNOLOGY

Industrial Design Emphasis
Communication Concentration
Packaging Science Minor
Mechanical Engineering Minor

MAY 2014

GPA 3.4 / 4.0

ADDITIONAL TRAINING

I DO: AGING IN THE CITY

Kowloon, HK

PENSOLE ACADEMY + NEW BALANCE

Lawrence, MA

WORLD DESIGN SUMMER CAMP

Hong Kong, HK

HOBBIES

Snowboarding
Camping
Soccer
Flag Football
Power-lifting
Figure Drawing
Photography