



Diego Ricaurte
Interactive Designer

Address
1201 W 36th Place Apt. 1
Los Angeles, CA 90007

Contact
ricaurte@usc.edu
+ 1 410 322 8782

Portfolio
diegoricaurte.website



EDUCATION

May 2020

USC Annenberg

Los Angeles, CA

Masters in Digital Social Media

December 2015

Cornell University

Ithaca, NY

Bachelor in Psychology, Minor in Information Science



PROFESSIONAL EXPERIENCE

August 2017 - August 2018

The Berndt Group

Interactive Designer

- Led 2 major clients through individualized branding, design, and launch processes.
- Created content for company blog and social media, boosting traffic by 10%.
- Designed interactive websites and social media content using Illustrator, Photoshop, and Sketch.

January 2016 - February 2017

Diego Ricaurte Design

Interactive Designer

- Conceptualized, designed, and launched interactive design brand, facilitating design work with industry leading marketing brands in digital media.
- Streamlined digital branding and marketing content across all forms of media using Adobe suite.
- Innovated and utilized a custom design process centered around user research and experience.

March 2017 - July 2017

Under Armour

Contracted Designer

- Efficiently and accurately created representations of over 200 products in a time sensitive environment.
- Designed materials for the fall line of men's training apparel using Photoshop and Illustrator.
- Produced video documenting user research for executive level presentations.

August 2011 - May 2015

The Key Elements

Head of Design and Marketing, Tenor

- Revamped online image and increased web traffic by 15% utilizing social media design and a hand-coded website.
- Organized marketing plans for concerts and auditions, increasing attendance by 25%.
- Spearheaded rebranding of original print and digital materials distributed within the Cornell population.



TECHNICAL SKILLS

Design

Photoshop | Illustrator | Indesign | Sketch

Multimedia

Photography | Lightroom | Premiere (Certified) | After Effects

Web

HTML | CSS | PHP | Dreamweaver | Bootstrap | MySQL | SEO Optimization



ORGANIZATIONS

January 2013 - December 2015

Cornell University Glee Club

Marketing Designer, Tenor

December 2011 - December 2015

Sigma Phi Epsilon Fraternity

New York Beta Chapter



HOBBIES & INTERESTS



Coffee



Fitness



Nutrition



Social Media



Singing



Music



Photography