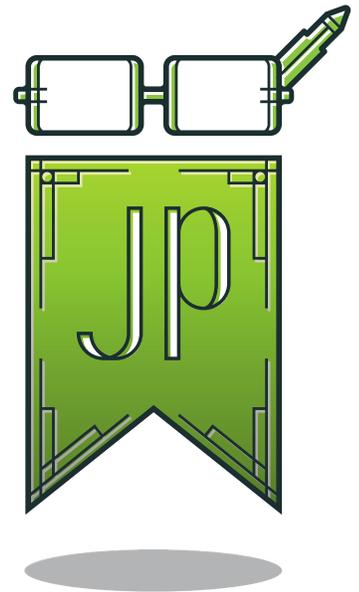# Jesus Polar

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I'm a seasoned designer of 10+ years, an avid illustrator, and an UX/UI enthusiast who is dedicated to continuous growth and the quality of the products I provide. I research the nature and direction of each project to achieve a thorough understanding of my client's vision to maximize their investment and success.

🛍 Experience

Florida East Coast Industries & Subsidiaries [2014-2019]

FECI is an investment and development company home to many start-ups such as Brightline, MiamiCentral, and Flagler Global Logistics, which over the last two decades has expanded into real estate, transportation, and infrastructure. As the Sr. graphic designer I have collaborated in the creative process and production of needed in-house and client materials for the parent company and its subsidiaries.

- Expanded branding efforts for start-ups and visual communications.
- Produced scalable designs for digital and print B2B campaigns.
- Streamlined design productivity for marketing campaigns and project management.
- Analyzed and developed design solutions and user experience for the company's online presence.

Datapro, Inc. [2009-2014]

Datapro is a banking software developer that offers custom online systems and training for banks in Latin America and parts of Europe. During my time with them as a Graphic Designer I helped the company develop a strong branded profile that it lacked throughout the years.

- Created and implemented trend sensitive design concepts, styles, and streamlined visual hierarchies for all marketing projects.
- Optimized the design of the UI platforms for mobile and desktop applications.
- Consolidated and improved the costs and accessibility of their collaterals and other projects.
- Revitalized the branding efforts for a cohesive corporate presence to its market.

Mingo Solutions [2018-2019]

Mingo Solutions is a start-up that introduced ABADesk, an online data collection application for behavioral analysis. During the course of one year, I helped them produce an easy to use design system that could be implemented on their application, with heavy data display and scaling design in mind.

• Evaluated and developed a comprehensive wire-frame structure for their application.
• Produced a digital library of assets to be used through the branding and app development.
• Created mock ups to explain the flow, optimized navigation, usability.

Education

Art Institute of Pittsburgh [Graphic Design, Graduated 2007]
Miami-Dade College [Art & Art Education, Attended 1999 - 2003]

Training & Certification

UX Ideation and Design [2018]
Building Your Personal Brand [2017]
Successful Infographs [2017]
UX Design Workshop [2017]
Science of Logo Design [2017]

Illustration for UX Design [2017]
Branding Identity and Assets [2016]
3D for Design Visualization [2016]
Adobe Muse 101 Workshop [2016]
Future of Typography is Human [2016]

Skills

Knowledge

Scalability

User Experience

User Interface

Wireframing

Prototyping

Color Theory

Layout Design

Typography

Experienced

Identity Branding

Digital & Print Production

Design Solutions

Modular Design

Campaign Branding

Conceptual Design

Multi-Platform Design

Personal

Project Management

Deadline Management

Problem Solving

Detail Oriented

Fast-Paced Focus

Fluent in Spanish

Vector & Classic Illustration