

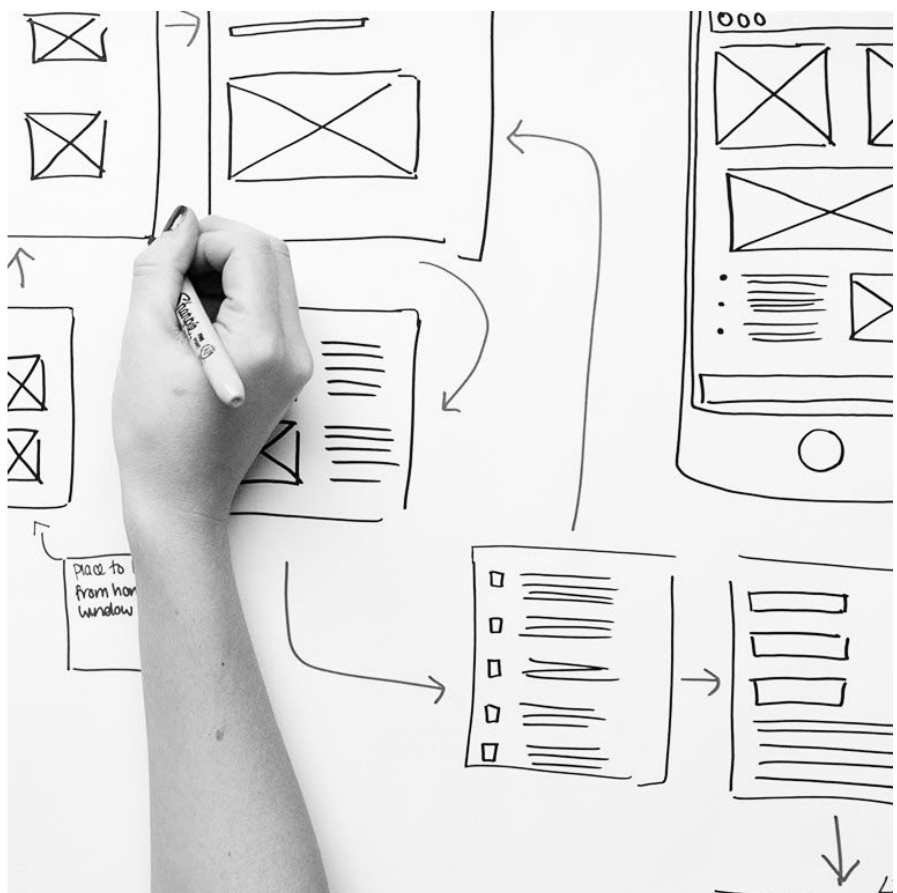


# ls

Louis Salguero  
UX | graphic | web | designer

**louis salguero**  
UX | graphic | web

UC San Diego | Interaction Design  
Harvard GSD | The Architectural Imagination  
RMIT University | Designing for The Future  
TU Delft | Models in Architecture



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I am an intellectually curious designer and I champion user-centred design (UCD) processes and techniques with a quality focused approach to brand development.

I possesses strong communication and interpersonal skills complemented by strong client relationship management skills and proven experience leading and facilitating client workshops.

## Education

### **University of California San Diego**

Interaction Design

### **Harvard Graduate School of Design**

The Architectural Imagination

### **RMIT University**

Designing for The Future - Service Design

### **TU Delft**

Models in Architecture – design through physical & digital models

### **Open2Study**

- UX Design
- Online Advertising
- Writing for The Web

### **Chisholm TAFE**

Web page Design

### **The Computer Graphics School**

- Graphic Design
- Printing Arts

## Skills

- Bit-depth, pixel density and resolution
- Colour palettes
- Icon design
- Pixel-level design
- Graphic user interface screen layout / composition
- Page layout / composition
- Animation
- Prototyping – paper, Visual Basic, HTML CSS, Director, Flash
- File formats / tradeoffs
- Computer programming principles, tools and technologies
- GUI development principles, tools and technologies

## Experience

### **Design, Tech and Engineering Drawing**

SMA Operations, 2004 - present

Duties:

- Graphic and Web Design
- Technical and Engineering Drawing
- Interactive training Packages (UCD)
- Flash presentations
- Design assist for contracts and tenders
- Print shop set-up and client liaising

### **UX, HCD, UCD, GUI, digital, print design**

LS Design, 2001 - present

Duties:

- Branding for small business
- Corporate Identity
- Advertising for small business
- Promotional products
- Graphic Design
- Web Design
- UX, survey, journey mapping, personas, analysis, lean prototyping
- Service Design (lean process) for small business

### **User Experience - Writing**

The UX Blog

- The UX Journey - The Path Of The 'Empath'

### **Motivational - Writing**

lifhack.org

- How I Keep My Sanity As A Designer
- 10 Ways to Positively Influence Others In The Workplace
- 20 Truths To Guide You To Happiness
- 10 Ways to Become a Sexy Geek
- Lessons From Our Autistic Son

## Skills

- Digital photography
- Photo manipulation and enhancement
- Visual communication
- Social media, advertising and blogging
- Web content creation and writing
- Architecture and drawing
- Service and Transition Design strategy
- Video editing using various softwares
- Engineering and tech drawing
- Training and Development

## Volunteering

### **RMIT University**

Student Mentor

### **Epworth Hospital**

Mailroom duties

### **GKR Karate**

Karate Sempai

## Achievements

- Successfully halved the time required to deliver a training course whilst working at the Training Services Faculty at HMAS Cerberus with the 76mm gun interactive presentation, receiving praise from the instructor in front of the Commanding Officer
- Proven ability to "re-tool" through successfully performing diverse roles demonstrating great adaptability to ensure the achievement of client requirements
- 50th Year Anniversary of the Reserve Forces by the Hon. Jeff Kennett.

## Experience

### **Motivational - writing**

Linkedin

- Never stop growing , you owe it to yourself
- Loving and appreciating who you are
- How to efficiently provide feedback for better mentoring
- Mentors come in all shapes and sizes
- Tips to help young designers
- Gratitude - Will help you through tough times
- Is Linkedin morphing into Facebook?

### **Other Relevant Experience**

#### **Australian Navy - Instructor**

Mechanical Engineering Instructor for both Mechanical and Electronic Vocational Trades

#### **Try Youth and Community Services**

Graphic and Web Project Supervisor for community and non-profit organisations

#### **Australian Army - Engineer Zapper**

22 Construction Regiment RAE

#### **HdH Components - Overhaul Fitter**

Overhaul fitter - refurbisher of Military and civilian aircraft parts

## Referees

A list of referees (character references) will be provided on request at the day of the interview

**Thanks for your valuable time**



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