

Raul Sosa

Bilingual designer **crafting meaningful, human-focused** experiences. I bring a user-focused, cross-functional approach that fosters collaboration and drives confident execution. I've led stakeholder meetings, mentored teams, and delivered scalable, research-driven solutions with measurable impact.

Currently in Dominican Republic,
New Jersey, Ecuador, North Carolina

Contact

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Skills

User flows & journey mapping · Information architecture · Wireframing & prototyping · Accessibility (WCAG, ADA, 508 compliance) · Visual design · Brand Identity & design systems · Responsive design · Problem framing & ideation · Data-informed design · Communication & presentation · Collaboration & teamwork · Documentation · Mobile first · HTML & CSS · Bilingual (English and Spanish) · Motion design · Video editing

Tools

Figma · Jira · Trello · Miro · Mural · Adobe creative suite · Google workspace · Google analytics · Microsoft suite · Wordpress CMS · Slack · CRM Platforms

Education

Anthem Institute

Visual Communication

March 2010

Jersey City, NJ

Experience

UI/UX designer

Cascades Technology | Ad Hoc LLC

Mar. 2023–Present

- Secured a Public Trust Clearance (Tier 1) for government contract work with the General Services Administration (GSA).
- Supported user experience (UX) testing of new website features to ensure compliance with presidential executive orders.
- Contributed to social media marketing campaigns across Instagram, Facebook, and Twitter using Adobe Suite tools increasing reach and engagement.
- Participated in developing accessible Alexa voice skills, incorporating inclusive design principles.
- Led the UX design creation of an AI chatbot, incorporating conversation design principles, prototyping and the creation of design system.
- Ensured Section 508 compliance for digital assets (videos, web components, PDF's), considering accessibility for screen readers and users with disabilities.
- Communicated with developers using jira tickets and created design mockups (Figma, Mural, XD) for improved site clarity.
- Expanded brand guidelines using Adobe Suite tools for videos, logos, icons, illustrations, and web standards.

Industry served: government

Freelance UI/UX designer + visual designer

Rsosadesign | Friedarts

Aug. 2009–Present

- Utilize Adobe XD & Figma to create high-fidelity wireframes and prototypes for web design projects for clients that included Charley St., Queen V, Health House, and others across food, healthcare and service industries.
- Collaborate with designers, agencies, and clients throughout the entire development process, from initial concept to final launch. Assess and prioritize strategic opportunities for websites, effectively explaining and justifying recommendations.

Industry served: consulting, education, creative and marketing agencies, food, health

UI/UX design consultant (contact)

Varident LLC

Jan. 2023–Mar. 2023

- Defined, planned, developed, tested, and executed ux strategies. Utilized sketching, wireframing, and high-fidelity prototypes (Adobe XD/Figma) to create high-impact, efficient designs.
- Developed brand systems for existing sites, ensuring a consistent and repeatable structure across platforms.
- Participated in stakeholder meetings to analyze user needs and propose UX solutions for McChrystal Group's new website redesign.
- Established design concepts for editorial and print production.

Industry served: consulting, education

UI/UX + digital designer

Kompleks Creative

Apr. 2022–Oct. 2022

- Led full-cycle design projects (print/editorial, branding, web) from concept to completion within an agile environment, serving clients nationwide.
- Championed user-centered design through ux strategy, sketching, wireframing, and high-fidelity prototypes (Adobe XD) for maximum impact and rapid delivery.
- Managed projects effectively using task management platforms, ensuring clear communication with developers, stakeholders, and clients. Presented and justified design recommendations to secure client buy-in.
- Mentored junior designers, fostering a collaborative and knowledge-sharing environment.

- Conceptualized designs for print/editorial, branding, and web projects for clients such as North Carolina Central University (NCCU), Duke University, Lincoln Community Health Center, College in High School Alliance, among others.

Industry served: non-profit, social justice, education, state-local government, community centers, real-estate

UI/UX designer + visual designer

PRAYD S.A

Jan. 2018–Apr. 2022

- Developed winning strategies and fostered long-term client partnerships by building trust and strong relationships.
- Streamlined client workflows and optimized website performance through CRM's, email marketing, and social media integrations.
- Created and managed website content using WordPress CMS, while also mapping user journeys to define long-term goals and vision for e-commerce and business websites.
- Mentored new hires in design processes and file management, while also collaborating with design and development teams to define, plan, develop, and test solutions.
- Researched, planned, presented, and executed transformative evidence-based experiences for web and digital solutions.

Industry served: software & technology, shipping ports, food, medical, construction, retail/distributors

Lead visual designer

Delpuerto Producciones S.A

Apr. 2016–Jan. 2018

- Assisted in creating engaging video content using Cinema 4D, Adobe Premiere Pro, and After Effects.
- Collaborated on designing and developing mobile apps, crafting user flows and visual interfaces.
- Managed website content with WordPress CMS while also researching, planning, and executing user-centered experiences for web and digital solutions.
- Furthered brand development of internal products: Puñetere, Jocelito, and Paola Olaya, among others.
- Worked with clients to assess and prioritize strategic opportunities in an agile environment, explaining and justifying recommendations.
- Notable clients include: Maní Cris, Cervecería Nacional, and the Ministry of Drug and Alcohol Prevention.

Industry served: government, entertainment, health

Graphic designer

Creativos Publicidad

Sep. 2015–Dec. 2015

- Created compelling designs for large-scale printing materials (roll-ups, banners, billboards) using Adobe Illustrator.
- Learned print-production fundamentals for offset, laminated, and large-scale printing projects.

Graphic designer

AZCO Corp

Feb. 2014–Jun. 2015

- Developed design strategies according to business specifications which resulted in more sales and improvement in the communication of changes, delays, or completion of tasks.
- Implemented changes in tear sheets, web design, direct mailers, and other printed materials
- Learned Magento CMS platform for online publishing.

Graphic designer

MyPublisher

May 2012–Jul. 2013

- Aiding the design department, I produced illustrated SVG cards for sale on a dedicated platform resulting in roughly more than 500 cards on the system.

Notable projects

USAGov Scams and Fraud Wizard

Led the design of an accessible, user-centered product in collaboration with GSA's UX and research teams to help the public identify and respond to scams and fraud.

USAGov AI chatbot proof of concept (POC)

Led the UI and UX of an AI-powered chatbot Proof of Concept (POC) to improve how users access USA.gov for GSA-specific information.

360° solutions for DP World Ecuador

I collaborated with one of the world's largest port and logistics hubs to redesign key digital touchpoints that support operational efficiency and customer engagement.

Outdoor Freestyle e-commerce redesign and build

Led the design for an outdoor e-commerce brand, crafting intuitive information architecture, improving the end-to-end user experience through UI/UX, and driving customer engagement.

McChrystal Group UX and information architecture redesign

Worked with a dedicated team of designers to create a new user experience that would modernize the consulting agency.

RockDogs UI/UX brand redesign for franchising opportunities

Led the UI and UX for RockDogs, rebranding and digitizing the business to support its growth for a scalable franchise, integrating tools like Zoho, Zapier, and social media.

ICROM UI/UX and digital sales strategy

Created UI/UX strategies that augmented the selling of maxillo-facial courses for ambulatory medical procedures, leading to a 650% increase in course registrations through more intuitive user flows and marketing.