



**A well-organized visionary and creative strategist with over 10 years of expertise in UX/UI, digital design and creative direction. Likes to facilitate workshops and present & pitch new ideas.**

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## Summary

Hi, I'm Vincent Alfaro and I'm steadily on the hunt for a world-class team who's down to build a long track record of high-quality experiences and campaigns. I work well with ambitious teams that love data. I can execute on projects independently and/or effectively manage and lead teams. I'm interested in organizations with strong communities that prioritize health, wellness, culture and authenticity. A strong brand with core values is what fires me up.

## Work Experience

### Product Manager, UX Lead – Flower Market Delivery

Aug 2022 - May 2023 | Los Angeles, CA (Remote, Freelance)

- Collaborated with cross-functional teams to develop and execute product strategies
- Led research and planning to define product roadmaps – Prioritized initiatives with leadership teams
- Managed the entire product lifecycle from ideation to launch – from MVP to MLP
- Oversaw UX research, UI design, engineering, user testing, and release management
- Led the UX design process from wireframes to high-fidelity prototypes
- Fulfilled all design and creative needs in support of all marketing and sales efforts

### Creative Director, UX Lead – Pantry Food Co.

Mar 2021 - May 2023 | Los Angeles, CA (Remote, Freelance)

- Managed the entire D2C product design lifecycle, from conceptualization to launch
- Oversaw UX research and testing, wireframing, prototyping, and visual design
- Led a team of designers, copywriters, and creative professionals to develop innovative content
- Developed the creative processes from ideation to execution, ensuring projects are deployed

### Senior Digital Content Designer – MAX, Music Audience Exchange

Mar 2019 - Feb 2021 | Frisco, TX

- Led and executed content design across billions of streams, views, social shares, and live shows
- Worked with massive, diverse communities of fans around music and artists
- Developed UX strategies and prototypes to help MAX build lead generating platform for brands
- Consulted with teams and brand clients to form deeper, more authentic connections with music fans

### UX/UI Designer – Live Nation Entertainment, Ticketmaster

Dec 2014 - May 2017 | Dallas, TX

- Managed UX/UI projects, digital designs, and branding systems across multiple business segments
- Developed systems for managing brand assets to ensure consistency across all touchpoints
- Collaborated with multiple Ticketmaster managers to create high-level strategies and content
- Ensured that all design work aligned with leadership requirements and business goals.
- Demonstrated strong project management skills to effectively deliver projects and meet deadlines

## Digital Designer, UX – Virginia Commonwealth University

Feb 2012 - Dec 2014 | Richmond, VA

- Delivered digital strategies to a variety of VCU schools, helping clients communicate and educate
- Developed a diverse skill set that includes creative direction, content strategy and UX/UI design
- Developed effective content strategies to support clients' marketing and branding efforts
- Employed effective project management techniques to ensure that all projects were shipped

## Creative Director – Momentum Performance

Jul 2009 - Jul 2011 | Wilmington, NC

- Conducted extensive research to design and develop core branding products
- Created a strong, distinctive brand language that effectively communicated the company's mission
- Established a solid team culture that embraced the "Push Forward" mantra, driving more innovation
- Demonstrated exceptional creativity by producing highly effective marketing campaigns
- Engineered innovative packaging systems for core product lines
- Leveraged a deep understanding of consumer behavior and emerging trends to develop products

## Design Director – National Speed, Inc.

Jul 2009 - Jul 2011 | Wilmington, NC

- Played a significant role in building the National Speed brand from the ground up as a design leader
- Quickly took on larger, more strategic projects as roles and responsibilities evolved
- Utilized expertise in art direction, creative direction, and production to develop branded content
- Demonstrated exceptional leadership skills, taking ownership of projects and initiatives

## Education

### George Mason University

August 2003 - May 2008 | Fairfax, VA

B.A., Art and Visual Technology, Graphic Design

Minor, Multimedia | Minor, Business Management

## Skills

Advanced Proficiency in  
Adobe Design Software

UX Design / UI  
Design via Figma

Brand Development  
and Management

Print and Experiential  
Design Production

Project and Product  
Management Expert

Communication and  
Presentation Skills

Problem-Solving  
and Critical Thinking

Photo, Audio and Video  
(Content) Strategy

Copywriting and  
Technical Writing

Front-End Web  
Development

User Testing and  
Advanced Analytics

Team Leadership and  
Creative Direction

## Contact

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UX Portfolio: [www.vincentalfaro.com](http://www.vincentalfaro.com)

Design Portfolio: [www.behance.net/vincentalfaro](http://www.behance.net/vincentalfaro)

Location: Frisco, TX / Dallas-Fort Worth Metroplex