



Fabian Lucero

Product | Visual Designer 4+ Years Experience

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WORK EXPERIENCE

DECO LIGHTING

UX Designer | 2018-Present

- Spearhead the user experience design and functionality of app and associated device that allows to easily and intuitively commission a lighting network.
- Partner with Marketing, Customer Service, and Design Teams while leading small team of designers and marketing coordinator to contribute to strategic decision regarding the website's content.
- Implement extensive usability testing and user-centric research and gather client feedback to inform a streamlined productive design.
- Track usability goals and prepare reports for senior management.
- Mentored and provided feedback to designers and marketing coordinator in order to create engaging content.
- Increased conversion rate by 15% and 8.75% bounce rate decrease within first quarter post website redesign launch.
- Worked with 4 engineers to iterate on Deco Mesh app design ideas using sketches, flow diagrams, wireframes, mockups and prototypes.
- Define user model and user interface for Deco Mesh app.
- App currently rated at 4.9 on the App store and currently being used in commissioning in 20+ locations in its first year.

Creative Director | 2013-Present

- Implement marketing strategies aligned to corporate objectives, while managing the budget to generate diverse and intriguing marketing materials.
- Lead overall brand management and corporate identity to ensure streamlined efforts throughout the brainstorming to execution phase of the design process.
- Raised brand awareness across all channels by targeting specific audiences across various social media platforms.
- Increased impressions on LinkedIn by 30%, generating an 11% increase in LinkedIn followers, 15% increase in Facebook followers, and 20% increase in Instagram followers.

SKILLS

Visual Design

Prototyping

Wireframing

User Flows

Sketch

Invision

User Interface Design

User Experience Design

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere

Adobe After Effects

Graphic Design

Team Leadership

Cross-Collaboration

EDUCATION

BA - Industrial Design

Art Institute of California
Hollywood, CA
2011-2013

BFA - Graphic Design

California Polytechnic State University
Pomona, CA
2001-2006

FLUCERO DESIGNS

Designer | 2006-Present

- Executed brand launches, website redesigns, and digital marketing campaigns for 58 clients ranging from local businesses to national nonprofits.
- Deliver customized art direction to fulfill client vision and fluid UX/UI to ensure a successful product or business.
- Design enticing direct mail campaigns, e-mail marketing, ads, web design, promotions, merchandise, logos, and apps.

RELATED PROJECTS

Travel Phantasy

- Designed the visual branding to align with the company's core values.
- Created a style guide, using Adobe Photoshop and Illustrator, to help guide the company in the appropriate use of their logo and branding.