

ROBERTO NIEVES

UX/UI WEBSITE DESIGNER & BRAND STRATEGIST

📞 (203) 821-1221

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📍 Bradenton, Florida



PORTFOLIO: www.robbtnieves.com



robbnievesdesignco

ABOUT

Talented and innovative website designer with a passion for creating visually stunning and user-friendly websites. Strong expertise in UI/UX design, front-end development, and responsive design principles. Skilled in using industry-standard design tools and technologies to deliver exceptional digital experiences. Committed to staying up-to-date with the latest design trends and continuously improving skills to exceed client expectations.

EDUCATION

Bachelor of Arts in Graphic Design and Media Art

Southern New Hampshire University
Graduated 03/2021

Diploma in Bookkeeping and Payroll

Herzing University
Accounting Graduated 12/2016

Driven - Self Taught with courses and reading textbooks on UX Design

SKILLS

- Web Design
- HTML, CSS, and JavaScript (Intermediate)
- User Experience (UX/UI Design)
- Analytics Driven
- Adobe Creative Suite: Photoshop, Illustrator, Figma, XD.
- Front-End Development
- Competitive Research
- Content Strategy
- Print Design
- Brand Positioning
- Copywriting
- Data-driven Insights
- Campaign Development
- Creative Development
- Digital Marketing (Paid & Organic)
- Marketing Campaigns
- Wireframe, Prototyping

EXPERIENCE

Brand Strategist & Website Designer (UX/UI)

Jan. 2019 - Present

Robb Nieves Design Co. (Freelance)

- Seamlessly translates business objectives and requirements into visually stunning solutions.
- Leverages the psychology of design to craft impactful logos, brand marks, and visuals that leave a lasting impression.
- Engage directly with end-users through interviews, surveys, and user tests to ensure a seamless user experience. Building and Maintaining Websites, SEO, and Paid Google Ads for clients.
- Transform design concepts and constraints into stunning high-fidelity wireframes, interactive mockups, user experience flows, and functional UI prototypes.

Marketing Design Specialist

Dec 2023 - Oct 2025

Optum (Contract)

- Oversaw the maintenance and redesign of over 40 therapist center websites, prioritizing user experience (UX), accessibility, and SEO, resulting in an **89% increase in traffic** for new website designs.
- Designed print and digital marketing collateral, including business cards, flyers, brochures, and banners, ensuring brand consistency and supporting key campaigns like the OBC Behavioral Care integration and World Mental Health Day.
- Collaborated with the social media team to design static posts, video content, and paid ads, achieving a **32.09% higher reach** compared to the previous year and exceeding campaign goals for mental health awareness initiatives.
- Contributed to the development of a Collateral Toolkit, enabling centers to easily access and customize marketing materials, improving efficiency and brand consistency across all locations.

Creative Strategist & Website Designer

Jan. 2022 - Jun 2023

FMO Media LLC

- Partners with clients to determine and achieve strategic, actionable goals for their web presence.
- Crafts visually engaging user flows, process flows, site maps, and wireframes, effectively conveying design ideas and enhancing UX.
- Develops compelling brand identities for clients, including captivating logos, distinctive brand identity fonts, and harmonious brand color palettes.

Sales Manager

Sept 2014 - Oct 2021

Acceptance Now

- Efficiently organized and maintained meticulous records of account activity, guaranteeing customer satisfaction and seamless payment procedures.
- Exemplified exceptional customer service skills, fostering respectful communication with customers to ensure prompt payment processing.
- Devised, implemented, and oversaw strategic plans to grow sales, resulting in an impressive **24.4% year-over-year sales increase**.
- Proactively managed store performance by analyzing comprehensive reports, making data-driven adjustments, and maximizing operational efficiency.
- Granted company-wide "Perform to Win" Award (2016, 2018) for excellence in sales.

REFERENCES

Mary Harvey

(240) 344-3633

Marketing Manager Supervisor at Optum

Brenna Cicciari

(631) 983-9152

Creative Team Supervisor at FMO Media LLC

Maria Mercado

(813) 810-2912

Co-Worker at Acceptance Now