

**Izzy Sanchez**  
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**izzysanchez.com**  
**714.474.1258**

California born and raised. Uptown Oakland resident. Designing experiences for everyday users, with an ever growing thirst for knowledge and creativity.

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EXPERIENCE

**Dwell - Senior Designer (1 year 2 months)**

Reported directly to VP of Design, while working closely with VP of Product and VP of Engineering. I was responsible for the design and experience of the iOS app (launched Aug. 2016). Involved in the sprint planning process with the Director of Project Management to create and push specs into engineering. Managed a team constructed of QA and iOS engineers to oversee the implementation of design specs.

**Auctiv - VP Design (Present)**

Designed the packaging of their flagship product and Initiated the brands identity. Joined the team as Head of Design to help bring the product to a competitive level. Currently responsible for the look of Auctiv's upcoming 2017 line of skincare products and branding.

**rewardStyle - UI/UX Designer (1 year)**

Contract to hire. Reported to the Design Lead I started off with the design of rewardStyle's newest marketing tool, rewardStyle Media. Brainstormed and conceptualized designs for the site refresh and the iOS App. Worked directly with project managers and front-end devs. Responsible for completing and prioritizing specs.

**Thismoment - Web Designer (3 years 2 months)**

With Thismoments content management system, I produced high quality branded designs for mobile and desktop, following strict brand guidelines and style guides. Worked with the sales team to produce visually impactful product mock ups, presentations, and interactive demos. Worked with the project management team to meet deadlines and insure customer satisfaction.

SKILLS

Product Design  
Mobile Design  
Web Design  
Branding  
Illustration

TOOL BELT

Adobe CC  
Sketch  
Invision  
Principle  
Confluence/JIRA

EDUCATION

Academy of Art University San Francisco  
AA - School of Web Design New Media  
  
Art Institute of California Orange County  
AA - School of Graphic Design