Rick Makoul
Digital Visual Designer/UI

Folio: www.rickmakoul.com • phone: 310.944.2199 • email: rickmakoul@gmail.com • Linkedin.com/in/rickmakoul

---

Self-motivated, bold and results-driven Visual Designer with 10 years of experience in UI and digital design excellence.

Work Experience

Digital Visual Designer | ACD   03/2024 - present, Los Angeles
Freelance-Consultant

Sr. Visual Designer | ACD   03/2023 - 02/2024, Los Angeles
The Marketing Store (TMS): Contract

- Streamlined workflow optimization for design system and UI structure: efficiencies helped increase output from 50% to 100%. The UI design outputs and design solutions benefited the project each week for over 9 months.
- I helped improved the user and brand experience for 2 teams and design systems for more than 4 Localization/UI projects; directly benefiting a Fortune 500 client: most notably for McDonald's Food Corp.

Sr. Visual Designer   10/2021 - 02/2023, Los Angeles
Analog Devices (ADI): Contract

- My successful UI designs and project management increased website content output by 15% over a 2 year period.
- KOR metrics results from User Interface designs resulted in a sizable site-visitor uptick: from +1.67 % to +3% YoY.

Sr. Visual Designer   01/2021 - 07/2021, Los Angeles
Limeade: Contract

- My efficient and consistent UI design solutions were consistently delivered over a 6 month period for all visual design deliveries across 360° marketing campaign; attributing to 100% pixel accuracy and top-notch results.

Sr. Visual Designer   08/2018 - 05/2020, Los Angeles
BeamLabs-Guardian-BQE Software: Contract

- Collaborated with team of 3 for a web design UI project, 1 Brand re-Design, 1 agency brand packaging campaign and 1 e-Commerce Amazon Marketplace campaign over a 6 month period. The structured UI designs resulted a 35% decrease in navigation time, significantly improving user efficiency and contributed to a 25% boost in lead generation.

Skills

Visual Design Tools
- Adobe CC: Photoshop-Illustrator-AE
- Figma, Axure, Zeplin, Abstract
- Framer, Principle-UI, Just-in-Mind
- Generative-AI Content Design
- WorkFront, Asana, MS365, CMS/DAM

Visual Design Proficiencies
- UI.UX, Product Design, Interactive (IxD)
- Research, Wireframe-Prototype, Design System
- Graphics, Packaging, 3D, MotionGrfx
- Design Trends, Illustration, Data-Brand Storytelling

Soft Skills
- Collaborative spirit, adaptable and problem-solver
- Resourceful and biased towards results
- See the BIG picture and granular attention to details
- Consistent learner and 'Info-Sponge'
- Positive attitude & passion for creativity

Education

Bradley Academy of Visual Arts, York, PA
AAS Degree in Visual Design & Graphics

California Institute of the Arts
Certification in UX.UI Design - Bootcamp

Current and On-going Level-up Courses

Domestika /Awwwards Academy (.com)

Product Design, Systems Design, UX.UI, Interactive, UI for Mobile, UX Storytelling, Generative AI, Coding

Testimonials

"Great team attitude...Strong work ethics"

"A solid partner...Spectacular job"

"Visuals with pizzazz...Very thorough"