

Oscar Izarra

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TOOLS & SKILLS

FIGMA GRAPHIC DESIGN
DESIGN SYSTEMS ADOBE CC
PROTOTYPING ACCESSIBILITY
BRANDING PRINT

PERSONAL SKILLS

Team player

Better results

Asking and listening

Communication is key

Bottom line focused

Sustainability

Good attitude

More productive environment

EDUCATION

MBA, Marketing

Temple University,
Philadelphia, PA — 1997

Painting

Pennsylvania Academy of the
Fine Arts,
Philadelphia, PA — 1992

BFA, Graphic Design & Illustration

Instituto De Diseño,
Venezuela — 1989

SUMMARY

Senior UX/UI & Graphic Designer with extensive expertise bridging print and digital realms. Proven track record of scaling enterprise B2B products and driving retail web strategies. Seeking freelance or contract opportunities to deliver intuitive, accessible, and user-centric digital experiences.

EXPERIENCE

Senior UX/UI Designer

Sep 2019 – Jul 2026

Rabinovici & Associates (RAB2B) · Aventura, FL

- › Led product design and digital transformation for enterprise B2B clients like Zebra, Motorola, DFIN, and Rust-Oleum.
- › Translated complex workflows into intuitive experiences through wireframing and interactive prototyping.
- › Architected scalable design systems and pixel-perfect UIs in Figma, from 4K monitors to mobile.
- › Championed accessible design (a11y) and micro-interactions using Figma, Adobe Creative Cloud, and Claude.

Senior Web Designer

Oct 2011 – Apr 2018

TwinStar Home · Delray Beach, FL

- › Owned digital and visual strategy for a leading furniture brand, from web to print.
- › Designed and developed WordPress sites and landing pages for seasonal trade shows and campaigns.
- › Executed email marketing campaigns and produced cross-channel social media assets.
- › Configured Google Analytics, Tag Manager, and Search Console to inform design decisions.