



VIRGILIO LEYNES

UX DESIGNER



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(415) 317-9340

Start to finish designer

As a UX designer of 5 years, I've been intimately involved in the user research for clients such as Apple and Google. I have experience in taking research findings and turning them into user and business relevant designs. In addition, my previous experience as a front-end web developer helps with communicating the design requirements to engineers.

Education

ACADEMY OF ART UNIVERSITY

Web Design & New Media (BFA)
August 2009 - May 2012
San Francisco, California

UNIVERSITY OF SAN FRANCISCO

Marketing & Graphic Design
August 2007 - May 2009
San Francisco, California

Tools

Sketch
Adobe Creative Suite
Framer
InVision
HTML/CSS Editor

Experience

ECHOUSER

Senior UX Designer (Feb 2015 - Current)

- Redesign (research to dev) Apple's internal tool that manages their third party resellers and approved service providers (team)
- Streamlined UI of Google's internal tool (Cases) to better manage high density content and to create a cohesive visual design between different products in CE team (solo)
- Helped bring Google's internal tool (Listnr) beta launch ready by redesigning the interface, the flows and providing a clear on-boarding experience (team)
- Embedded Senior Visual Designer for Cisco responsible for creating cohesive designs for WebEx marketing site and online resources (solo)
- Ran user interviews for Google watch prototypes to test women's preferability of watch face sizes (team)

AWASU DESIGN

UX Designer (Feb 2013 - Nov 2014)

- Designed website for Namu Media, which helped the company get the attention of Twitter resulting in a 50M acquisition (solo)
- Designed marketing site and a suite of consumer facing products for NimbleCommerce. The designs contributed to their 5.3% increase in market share. In addition, the product designs were used to leverage a partnership with their competitor.

Skills

Moderated User Interviews
Surveys
Usability Testing
Unmoderated User Testing
Tree Jacking
Heuristic Evaluation
Contextual Inquiry
Participatory Design
Competitive Analysis
Stakeholder Workshops
Data Driven Personas
Customer Journey Maps
Mental Model Maps
Conceptual Model Design
Visual Design
Interaction Design
Information Architecture
Rapid Prototyping
Front-End Web Dev

Please email me if you are interested in seeing an expanded resume with more experience