

Israel Hinojosa

User Experience Designer

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Experience

SeedCMS / Lead UX/UI Designer

Jan 2019 - Present - Orange County, CA

- Manage the design team while coordinating projects.
- Mentor junior UX Designer best practices, user-focused processes and methodologies.
- Presents design recommendations based on all available information and best practices to clients.
- Assists with the creation of style guides and interactive design assets such as components, icons, buttons and more.
- Leading the UX design for clients, focus on migration and

SeedCMS / UX/UI Designer

Nov 2016 - Dec 2018 - Orange County, CA

- Introduced and implemented practical UX methodologies to team and stakeholders.
- Collaborate closely with the Project Director on creativity and all timelines.
- Define the design process for varying types of web and mobile projects.
- Conduct market research and competitive analysis to identify ways to grow and improve the user experience.

Blue Studio Project / UX/UI Designer (Freelance)

July 2015 - Dec 2016 - Orange County, CA

- Focused on web and mobile apps UI design and UX strategy. Mainly simplifying and cutting unnecessary features, create user flows, workflows, prototyping.

CitrusBits / UX/UI Designer

May 2016 - Aug 2016 - Pasadena, CA

- Collaborate closely with Product and Engineering team.
- Drive UX/UI initiatives from concept to a defined user scenario.
- Re-designed the on boarding process, significantly shorten user input time, eliminated interface design confusions and increased design aesthetic.

District2 / UX Designer & Information Architect

Jan 2016 - Feb 2016 - Los Angeles, CA

- Conducted stakeholder interviews.
- User and market research to define user needs and business goals.
- IA: created personas, user flows, user stories, and sitemaps.
- Built low-fidelity and medium-fidelity prototypes to demonstrate functionality of design.

Summary

Lead User Experience Designer who holds over 4 years experience working in the e-commerce and creative industries. I strive to keep things clean, simple and functional in every project I am entrusted with. I love figuring out what the user really needs and creating beautiful solutions.

Skills

Product Design
User Interface
Rapid Prototyping
Design Research
Interaction Design
Wireframing
Agile & Lean UX
User-Centered Design
Usability Testing
Data Analysis
Creative Strategy

Tools & Technologies

Sketch, Photoshop, Illustrator, Adobe XD, Invision App, Zeplin, Omnigraffle, Figma, Marvel, Asana, Trello.

Education

General Assembly, Los Angeles, 2015
User Experience Design Immersive

California State University, Fullerton, 2013
Bachelors of Arts in Cultural and Social Anthropology

Riverside Comm. College, Riverside, 2008
*Associates of Arts and Science:
International Relations and Business*