Israel Hinojosa

User Experience Designer

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Experience

SeedCMS / UX/UI Designer

Nov 2016 - Present - Orange County, CA

- Introduced and implemented practical UX methodologies to team and stakeholders.
- Collaborate closely with the Project Director on creativity and all timelines.
- Present multiple design concepts and show how deliverables meet client needs.
- Expert at idea formation, wireframing, prototyping, and mockups.
- 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.
- Define the design process for varying types of web and mobile projects (using Sketch and InVision) - template design, component design, wireframes, prototypes, user flow and highly detailed annotations.
- Prototype in lo-fidelity with sketches and wireframes and in hi-fidelity when needed.
- 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

A User Experience Designer who holds 5 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, Figma, Photoshop, Illustrator, Adobe XD, Invision App, Zeplin, Omnigraffle, Marvel, Asana, Trello, JIRA.

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