

# Israel Hinojosa

## User Experience Designer

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### Experience

#### KlientBoost / CRO/UX Designer

March 2021 - Present - Costa Mesa, CA

- Facilitated early meetings with clients to gather requirements and establish measurable goals for their campaigns.
- Created all image assets, mockups, prototypes, and landing pages, while collaborating with the account manager for the tracking of conversions in Google Analytics and the Unbounce page builder for e-commerce and lead gen clients.
- Set up A/B tests for landing pages through Unbounce that either ran for two weeks or until a winner met statistical significance of at least 95%.

#### Boardriders / Global eCommerce UI Designer

Aug 2020 - March 2021 - Orange County, CA

- Execute on all phases of the design process—from wireframing concepts and mocks to final hand-off to engineering and design QA.
- Own web application style guides, pattern libraries, and UX standards. Enforce industry best practices and consistency globally.
- Ensure deliverables are detailed for implementation through a deep understanding of modern FED (dynamic content, checkout scenarios, form behavior).
- Built low-fidelity and medium-fidelity prototypes to demonstrate functionality of design.
- Perform design user acceptance testing for various projects in the development phase; maintain detailed project test log for IT.

#### SeedCMS / Lead UX/UI Designer

Nov 2016 - Aug 2020 - 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.
- Lead the UX design for clients, focus on migration and optimization of CMS.
- Collaborate closely with the Project Director on creativity and all timelines.

#### 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.

### Summary

Lead User Experience Designer who holds over 6 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

A/B Testing

Data Analysis

Creative Strategy

Google Optimize

Google Analytics

### Tools & Technologies

Figma, Sketch, Photoshop, Illustrator, Adobe XD, Invision App, Zeplin, Unbounce, 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*