

# Hello I'm Jason



Jason DeCruz

UX Designer & Researcher

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## SUMMARY

I am a UX Designer & Researcher proficient in Figma, Adobe XD, and Webflow. I have a certificate in UX/UI Design from Thinkful which allowed me to develop my UX/UI design and research skills. I also have a strong background in Illustration for both print and digital media.

## SKILLS

### METHODS

User Research  
Competitive Analysis  
Heuristic Analysis  
User Stories  
User Personas  
User Testing  
UX Design  
Visual design  
Branding  
Prototyping  
Mock-ups

### LANGUAGES

HTML5  
CSS3

### SOFTWARE

Figma  
InVision / Balsalmiq  
Webflow  
Google Workspace Products  
Adobe Creative Suite  
Microsoft Office  
Usability Hub  
Optimal Workshop

## PROJECTS

### Tailored Tutoring Client Rescheduling App

For a math tutor, I built an app that allowed students to reschedule amongst themselves anonymously.

- When students rescheduled, times offered to them were based on parameters my clients set.
- Saved my client from having to ask students to change their appointment time.
- Taking this problem off of my client's shoulders allowed her to grow her business.

### Calm App Research

I researched best solutions for Calm to improve its product for both its current and potential users.

- Diagnosed product issues with multiple heuristic analysis methods.
- I conducted an open card sort to develop, implement, test, and verify a new information architecture for Calm through a rapid prototype.
- I conducted a First-Click Test to verify a visual hierarchy improvement I implemented into my prototype based on my user research.

## EXPERIENCE

### MKTG

San Francisco, CA  
Creative Intern, Summer 2017

- Created internal campaign for company that was evaluated by the company leaders.
- Developed campaign collateral for Clover Sonoma Dairy by working with the internal design team.
- Created many decks for presentations and presented them to the team.

### Tether inc.

Seattle, WA  
Creative, February 2019–April 2020

- Created internal campaign for company that was evaluated by the company leaders.
- Created logos and campaign systems for notable clients such as Microsoft, Amazon, Gatorade, PepsiCo, and Ross Department Stores.
- Developed brand identities, styleguides, pitch decks, RFPs, global campaigns, and packaging systems.
- I helped design and fine-tune the website of Hainsworth Laundry Company.  
hainsworthlaundry.com

### Thinkful

Online Certification Program  
UX/UI Designer & Researcher, April 2020–March 2021

- Created internal campaign for company that was evaluated by the company leaders.
- Developed campaign collateral for Clover Sonoma Dairy by working with the internal design team.
- Created many decks for presentations and presented them to the team.

## EDUCATION

### Academy of Art University

BFA School of Graphic Design & Digital Media  
Fall of 2018

### Laguna College of Art & Design

BFA School of Illustration  
Fall of 2012