**Jason Estrada**

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**EDUCATION**

**University of Washington** **Bothell**

*B.A. in Interactive Media Design 09/2020-06/2022*

* Dean’s List 2019 – 2022

**Bothell**

*B.A. in Media & Communication Studies 09/2020-08/2022*

* Dean’s List 2019 – 2022

**DESIGN EXPERIENCE**

**Pokédex Bothell**

*UX/UI Designer and Researcher for Pokémon App August 2021 - September 2021*

* Arranged the idea of an app and transitioned it into a collaborative team project.
* Researched the competition of pokedex apps on the app store.
* Compared and contrasted the pros and cons of 3 competitive apps.
* Designed the logo and the low/high fidelity mockup for the app.
* Documented work through Google Doc, and publicized final presentation with the team.

**Woodland Park Zoo Empathy App Project Proposal Bothell**

*UX/UI Designer September 2021 - December 2021*

* Researched analytics, experiences from other Zoo websites across the country.
* Provided pros and cons feedback from different websites.
* Documented links from Zoos, hunt statement, questions for stakeholders through Google Docs.
* Sketched the low fidelity mockup of the mobile application and designed the mockup.

**UW Bothell COVID-19 Website Bothell**

*UX/UI Designer January 2021 - March 2021*

* Tested the current website to figure out what works and what doesn’t.
* Produced competitive analysis of 3 different sites from universities.
* Sketched the low fidelity mockup of the redesign and designed the high fidelity prototype.
* Conducted usability tests on the high fidelity prototype.

**P.A.R.T. Bothell**

*UX/UI Designer January 2021 - June 2021*

* Researched on how physical therapy has evolved and what technology has been used with physical therapy.
* Sketch mockups for the AR platform and design the low, mid, and high fidelity of the AR platform.
* Composed the competitive analysis of 4 web platforms and 3 AR platforms.
* Sketched the low fidelity mockup of the mobile application and designed the mockup.

**SKILLS & INTERESTS**

**Skills:** Adobe XD, Adobe Photoshop, Adobe Illustrator, Figma, remediation in Adobe Acrobat CD, Microsoft Office, Github, Communicate, Collaborative, Critical thinking, Usability Testing, Accessibility, Process Thinking, Design Thinking, Problem Solving.

**Interests:** UX/UI Design, Interactive Design, Interaction Design, Visual Design, Sound Design, Marketing, Social Media, Storytelling, Usability, Accessibility, HTML, CSS, Music.