

YESSEL HINOJOSA

UX Designer

yesselhinojosa.com/portfolio

Austin, TX



EDUCATION

MFA Web Design + New Media • Focus on UX Design and Front-end development • Academy of Art University • San Francisco, CA

Engineering • Focus on Web Development • Foothill College • Los Altos, CA

BFA Graphic Design • Universidad Autonoma de Nuevo Leon • Monterrey, MX

SKILLS

English, Spanish, Photoshop, Illustrator, InDesign, Sketch, InVision, Marvel app, HTML5, CSS, C#, JavaScript, jQuery, WordPress, Bootstrap, LeadPages, Convertkit, Aweber, MailChimp, Canva, Mac OS X, Microsoft Office /Windows / VMware Fusion, Social Media

WORK EXPERIENCE

UX Designer

COGNITIVESCALE • SEP 2018 - PRESENT • AUSTIN, TX

- Collaborate with cross-functional teams—remote and local—to design products, client solutions and accelerators integrating business requirements and user needs
- Conduct workshops, user interviews and user testing to develop user centric designs
- Create personas, user flows, low and high fidelity wireframes, and prototypes
- Design MVPs to close deals with various clients
- Collaborate to build and elevate our design system

UX Designer

FIRMSPACE • FEB 2018 - AUG 2018 • AUSTIN, TX

- Worked closely with CEO and development team to identify pain points in proprietary, cross-platform serverless app
- Conducted interviews and card-sort exercises with staff (users) to understand opportunity areas and prioritize redesign tasks
- Redesigned user-flows based on feedback from the dev team to ensure feasibility and following branding guidelines
- Designed new, technically-feasible features to solve usability problems the first design did not consider

UX / Visual / Product Designer

MIFIEL & VOLABIT • JUL 2017 - JAN 2018 • GUADALAJARA, MX

- Re-designed the existing blockchain products following the branding guidelines
- Created low and high fidelity wireframes to implement new technically-feasible features in the products
- Worked closely with dev team to ensure pixel-perfect implementation of responsive designs through launch
- Created customer journey maps for various user scenarios after working with team to define target user and different user profiles for our products

Freelance Visual Designer

BITPALETTE, BRETT LARKIN YOGA & BRETT HOEBEL • FEB 2016 - PRESENT • SAN FRANCISCO, CA

- Designed websites and optimized sales and squeeze pages
- Developed branding collateral and social media marketing material
- Customized Wordpress themes to meet companies' sales goals
- Created low and high fidelity wireframes to implement in Wordpress

Marketing Design Intern

BRETT LARKIN YOGA • JUN-SEP 2016 • SAN FRANCISCO, CA

- Redesigned flagship product page resulting in 8% conversions (free to paid users)
- Created squeeze pages and social media campaign visuals resulting in a 61.62% conversion rate (warm/cold traffic) on some pages
- Designed Facebook covers, Youtube thumbnails, and artwork used in promotional launches and DVDs
- Visually optimized Facebook ads helping achieve \$0.51 per conversion

Visual Design Intern

CUREJOY • JUN-SEP 2016 • SAN FRANCISCO, CA

- Redesigned the Curejoy homepage (20M pageviews a month) with the CEO and CTO balancing brand requirements, user experience and ad placements
- Optimized all designs for mobile including designing mobile menus, navigation, and promoting recommended articles to increase pageviews
- Grew the company's email list by optimizing banners and pop-ups

Web/Visual Design Intern

BITPALETTE • FEB-JUN 2016 • SAN FRANCISCO, CA

- Optimized and redesigned the websites of local businesses
- Development and theming in Wordpress