

# JAXON BELTRAN

## LEAD USER EXPERIENCE (UX) DESIGNER

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### STRENGTHS

- ♥️ **Empathic Design Sensibility**  
Analyze user emotions, particularly in stressed scenarios like cross-border payments, building trust through thoughtful design.
- ✂️ **Strong Visual Communication**  
Effectively translate complex concepts into captivating visuals, making user journeys comprehensible and engaging.
- 👥 **Cross-Functional Collaboration**  
Work alongside engineers and bankers, aligning all perspectives around UX, thereby enriching end-user experiences.
- 💡 **Strategic Ambiguity Management**  
Comfortably operate amidst uncertainties, assessing shapes designs while remaining focused on user-centric outputs.
- ✔️ **Advocacy for Consistency**  
Pioneer UX guidelines maintaining coherence across various platforms touching on serious functional dynamics.

### SKILLS

User Experience Design

Figma & Prototyping Tools

User Research & Usability Testing

UX Guidelines Development

Cross-Functional Collaboration

Visual Design Principles

Problem Solving

Wireframing Techniques

Brand Development

Agile Methodologies

### SUMMARY

Dynamic UX Designer with over 8 years in product design, emphasizing fintech and payment systems. Proven track record of leading design initiatives that amplify user experience in complex environments. Expertise in developing UX guidelines ensuring consistent implementation across diverse platforms. Excellent communicator adept at fostering collaboration among cross-functional teams, translating intricate mechanics into intuitive experiences. Passionate about leveraging design to build trust and simplicity in financial transactions and aligned close with regulatory requirements.

### EXPERIENCE

#### Senior UX Designer

Innovative Tech Solutions 📅 March 2021 – Present 📍 Chicago, IL

Oversee UX design strategy for a cross-border payment platform. Direct the design process from research through implementation while ensuring compliance requirements are satisfied.

- Spearheaded design strategy for a cross-border payment system, enhancing user interfaces based on extensive user research.
- Developed comprehensive UX guidelines embraced by partner institutions for consistent brand representation across platforms.
- Collaborated with multidisciplinary teams translating complex payments terminology into user-friendly interfaces.
- Conducted user research sessions synthesizing findings into actionable design improvements increasing overall satisfaction.
- Identified potential design risks and led resolution efforts with cross-functional teams to reinforce application stability.
- Authored design standards to cultivate partnerships with compliance teams, striking balance between usability and legal protocols.

#### UX Designer

Creative Design Agency 📅 June 2018 – February 2021 📍 Phoenix, AZ

Crafted user-centric designs for several fintech applications, prioritizing accessible solutions while collaborating with stakeholders on project specifications.

- Designed user interfaces focusing on universal design principles, improving accessibility across diverse user groups.
- Engaged with key stakeholders to gather insights, successfully translating inputs into innovative user experience solutions.
- Created interactive prototypes using Figma facilitating iterative user feedback cycles result-driven refinements.
- Fostered synchronization in design goals through workshops with interdepartmental colleagues promoting comprehensive product strategies.
- Compiled internal documentation supporting team knowledge and resources pertaining to best practices in design processes.
- Mentored junior designers with an emphasis on nurturing creativity and exploring innovative problem-solving approaches.

#### UX Designer

Future Innovations Inc. 📅 August 2016 – May 2018 📍 San Francisco, CA

Led user experience efforts for mobile payment applications, leveraging user insights to improve satisfaction scores significantly.

Information Architecture

Accessibility Standards

Design Thinking Data Analysis

Interaction Design

Customer Persona Development

## LANGUAGES

English Native

Spanish Proficient

## MY CAREER



● Senior UX Designer at Innovative Tech Solutions (5.2 Years)

● UX Designer at Creative Design Agency (2.7 Years)

● UX Designer at Future Innovations Inc. (1.8 Years)

- Guided UX design execution for a mobile payment app, yielding higher user satisfaction resulting from direct user input incorporation.
- Executed competitive analysis that shaped more user-friendly UI decisions streamlining user interaction processes.
- Coordinated closely with development teams, assuring design nuances maintained consistency throughout the product lifecycle.
- Crafted detailed personas and journey maps steering strategic design placement focused on user engagement outcomes.
- Sustained updated design documentation, aiding smoother integration of new recruits within project frameworks.
- Facilitated constructive design critiques fostering an environment of continuous improvement and idea sharing across the team.

## LEADERSHIP & AWARDS

- Dean's List, University of Illinois (2014 - 2016)
- Best UX Design Award, Creative Design Agency (2020)

## EDUCATION

### Bachelor of Fine Arts in Graphic Design

University of Illinois 🎓 GPA: 3.7 📅 2016 📍 Champaign, IL

*Coursework: Design Principles, User Experience, Digital Media, Typography*

## CERTIFICATIONS

- Certified Usability Analyst (CUA) 📅 2022
- Figma Design Certification 📅 2021

## TECHNICAL SKILLS

- **Prototyping Tools:** Figma, InVision, Axure
- **User Research Methods:** Surveys, Interviews, Usability Testing
- **Design Systems:** Material Design, Bootstrap, Apple's Human Interface Guidelines
- **Project Management Tools:** Trello, Asana, JIRA
- **Documenting Standards:** Confluence, Notion, Google Docs
- **Analytics Platforms:** Google Analytics, Mixpanel, UserTesting
- **Accessibility Standards:** WCAG 2.0, Section 508 Compliance
- **Content Management Systems:** WordPress, Shopify, Drupal
- **Screen Recording Tools:** Loom, Camtasia, Snagit
- **Collaboration Platforms:** Slack, Microsoft Teams, Miro

## PROFESSIONAL AFFILIATIONS

- Member of AIGA (American Institute of Graphic Arts), advocating for design excellence.
- Active participant in local UX meetups, sharing industry trends and innovations.

## ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

AVAILABLE ON REQUEST