

# NV.35



## Jose Kelly

UI/UX Lead

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### STRENGTHS

- User-Centered Mindset**  
Prioritized user needs when collaborating on projects, effectively improving the relevance of design outcomes.
- Team Mentorship**  
Supported junior designers by providing constructive feedback, resulting in stronger project visibility and engagement.
- Engagement Metrics Tracking**  
Regularly analyzed UX data, directly contributing to ongoing site improvements and user retention strategies.
- Communication Skills**  
Articulated complex design rationale simply, fostering understanding while presenting ideas and receiving feedback.
- Usability Testing Facility**  
Conducted testing protocols allowing end-users to guide iterative design processes, resulting in concrete user experience enhancements.

### SKILLS

UI/UX Design User Research

Wireframing Prototyping

Adobe Creative Suite Sketch

InVision Usability Testing

Design Thinking Team Leadership

### SUMMARY

Dynamic UI/UX professional with over 5 years of experience. Proven expertise in leading discovery sessions, enhancing user experiences, and mentoring design teams. Committed to integrating user needs with business objectives for product success. Highly skilled in utilizing design thinking methodologies and conducting comprehensive user research while optimizing usability. Proficient in Adobe Creative Suite and Sketch, capable of clearly articulating design rationales. Eager to contribute passion and leadership to a collaborative environment that champions innovation and design excellence.

### EXPERIENCE

#### UI/UX Designer

Design Innovations 📅 June 2022 - Present 📍 Chicago, IL

Managing UI/UX efforts across diverse projects while collaborating closely with product and development teams. Leading workshops, defining requirements, and tracking UX metrics for optimized user-centered solutions. Elevating project outcomes through a cohesive approach and informed strategic insights.

- Spearheaded client workshops and discovery sessions, aligning project goals with user-centric designs.
- Collaborated with teams to articulate technical specifications and create intuitive interfaces that resonate with users.
- Crafted wireframes, prototypes, and mockups, driving a notable boost in user engagement metrics.
- Conducted thorough usability tests and user research to refine design elements based on real-world feedback.
- Mentored junior design professionals, nurturing a culture of collaboration and sharing best practices.
- Utilized analytics tools to analyze UX performance, informing continuous improvements in design.

#### Senior UI/UX Designer

Creative Solutions Group 📅 January 2019 - May 2022 📍 Milwaukee, WI

Driven to enhance client satisfaction through innovative design solutions. Played a critical role in understanding user needs, translating them into tangible design outcomes while fostering collaboration between stakeholders.

- Developed user-focused design strategies that contributed to significant increases in customer satisfaction ratings.
- Facilitated stakeholder engagements, capturing insights that influenced actionable design plans.
- Implemented robust testing methodologies, assessing usability results to iterate on initiatives effectively.
- Promoted design thinking principles, fostering a company culture focused on collaborative creativity.
- Ensured design integrity during the implementation phase, yielding seamless cross-platform experiences.
- Prepared and delivered compelling presentations showcasing design concepts and their projected impact.

#### UI/UX Designer

NextGen Tech 📅 March 2017 - December 2018 📍 Remote

Contributed as a UI/UX designer on multiple web applications, performing extensive user research for improved functionalities. Aimed at establishing engaging interfaces that ultimately increased retention of key customer demographics.

## LANGUAGES

English Native

Spanish Intermediate

## MY CAREER



● UI/UX Designer at Design Innovations (4 Years)

● Senior UI/UX Designer at Creative Solutions Group (3.3 Years)

● UI/UX Designer at NextGen Tech (1.8 Years)

- Created visually appealing user interfaces which significantly enhanced usability across digital products.
- Executed thorough user research targeting pain points, applying findings to effect design enhancements.
- Worked dynamically with cross-functional teams during the entire design lifecycle, ensuring alignment on objectives.
- Designed interactive prototypes facilitating effective feedback sessions and resulting in refinements.
- Documented processes systematically, assisting development teams in maintaining compliance with design specifications.
- Enhanced the existing design library that streamlined workflows and boosted overall productivity.

## LEADERSHIP & AWARDS

- Excellence in Design Award at Creative Solutions Group, recognized for outstanding contributions to user experience strategies.
- Achieved high client satisfaction scores consistently throughout various successful digital product launch projects.

## EDUCATION

### Bachelor of Fine Arts in Graphic Design

University of Illinois 🎓 GPA: 3.8 📅 2016 📍 Champaign, IL

*Coursework: Design Theory, Color Theory, Typography, User Experience Design*

## CERTIFICATIONS

- Certified UX Designer 📅 2025
- Adobe Certified Expert (ACE) in Photoshop 📅 2024

## TECHNICAL SKILLS

- **Design Tools:** Adobe Creative Suite, Sketch, InVision
- **Research Methods:** Surveys, User Interviews, Usability Testing
- **Prototyping Software:** Axure, Figma, Marvel
- **Collaboration Tools:** Slack, Confluence, Trello
- **CMS Platforms:** WordPress, Drupal, Joomla
- **Languages:** HTML, CSS, JavaScript
- **Documentation Standards:** Agile Methodology, UX Process Mapping, Style Guides
- **Visualization Techniques:** User Journey Maps, Empathy Maps, Storyboards
- **Analytics Tools:** Google Analytics, Hotjar, Crazy Egg
- **Industry Best Practices:** AAC, WCAG, ISO Standards

## PROFESSIONAL AFFILIATIONS

- Member of AIGA, promoting design excellence and creativity within the community.
- Participant in local design meetups and workshops, fostering networking and talent development.

## ADDITIONAL INFORMATION

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

## REFERENCES

AVAILABLE ON REQUEST