JOSE VASQUEZ
UX DESIGNER

www.jose-vasquez.com
jomavasbar@gmail.com
Brooklyn, NY | 703-409-6496 | in
Willing to Relocate

PROFESSIONAL SUMMARY

UX Designer with experience leading projects from concept to launch in EdTech, SaaS, accessibility, B2B, rideshare, and nonprofit sectors. Proven track record of creating impactful solutions that drive engagement through collaboration with cross-functional partners, leveraging wireframing, prototyping, and testing.

SKILLS & HIGHLIGHTS

✔ Data Visualization	✔ Responsive Design	✔ Interviewing	✔ Figma
✔ Animation	✔ User Research	✔ User Flows	✔ Jira
✔ Usability Testing	✔ Wireframing & Prototyping	✔ Low-Fidelity Sketching	✔ Adobe Creative Suite

WORK EXPERIENCE

Freelance
Brooklyn, NY | **Oct 2023 - Present**

Product Designer

- Redesigned a responsive nonprofit website to reduce bounce rates, managing the entire process from user research to UI, while supervising another designer and aligning UX with the CEO's business goals.
- Envisioned wireframes, prototypes, and high-fidelity mockups for a hate crime reporting app using Figma and Jira.
- Integrated user research and data insights into design sprints, influencing product roadmaps across web platforms.

Google
San Francisco, CA | **Oct 2021 - Jun 2023**

UX Designer

Google's accessibility team makes technology accessible across many devices.

- Collaborated with PMs, engineers, and researchers to design accessibility features for Read Anything, improving mobile app adoption by 13% through the creation of user journeys and cohesive product experiences across platforms.
- Overhauled Lookout's information architecture for low-vision users, adding sound-based features and boosting task proficiency by 34%, enhancing auditory experiences for users with visual and cognitive disabilities.
- Developed 8 accessibility features, including text-to-speech and highlight options for users with Autism and ADHD, projected to increase other initiatives adoption by 22.3% in underserved regions, supported by targeted user testing and design reviews.

Perceive Now, Inc.
Remote | **May 2021 - Feb 2022**

UX Designer

SaaS platform collecting patents and profiles for R&D insights to customers.

- Designed and iterated on dashboard prototypes for a B2B SaaS platform, increasing user engagement through user research, wireframes, and usability testing, contributing to $500k in pre-seed funding.
- Enhanced patent search accuracy by 19% by collaborating with Business Analysts to create intuitive, data-driven dashboard interfaces in Figma, streamlining workflow efficiency and elevating user experience for complex data applications.
- Led cross-functional collaboration efforts, through stand-ups, and workshops, overcoming complex business needs.

Third Room
Remote | **Mar 2021 - May 2021**

UX Designer

A platform that invites STEM professionals to the classroom, to inspire students.

- Implemented a matching system for teachers and STEM professionals, boosting teacher retention by 21.8% and creating efficient, intuitive user journeys across the web platform.
- Collaborated with STEM educators and leaders to design landing pages and onboarding features, increasing engagement by 35% and improving the clarity of user flows.

MyBoat2
Remote | **Sep 2020 - jun 2021**

Founding Product Designer

A boat service streamlining booking and travel for passengers and captains.

- Boosted the rating and review system for driver and rider apps, enhancing trust and engagement, improving adoption rates by 18%, and boosting returning customer rates by 62%, increasing long-term retention.
- Led the end-to-end design and launch of two boat booking apps and a troubleshooting dashboard in six months, expediting beta testing by 2 months from the initial 8-month plan. Created a scalable design system, ensuring consistent patterns.

EDUCATION

Virginia Commonwealth University	Bachelor of Science in Anthropology
United States Department of Labor	User Experience Design Certification
General Assembly	UX Design Certification