

ANTONIO DE JESUS

User Experience Designer

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SUMMARY

I create engaging products and experiences that serve users' wants and needs. I get joy when products I create help users perform tasks to reach their goals. I seek to understand the users pain points to create solutions based on users' insights. I am seeking for a UX job where I can make a good use of my UX experience, serve as a great team support. Learn from a forward thinking team that puts collaboration and teamwork first.

EDUCATION

FEB 2019 - APR 2019 NYC	General Assembly User Experience Design Immersive	JUNE 2001 - OCT 2004 NYC	Parsons School of Design Fine Arts and Illustration Digital Design, Flash Action Script
AUG 2018 - SEPT 2018 NYC	General Assembly User Experience Design		

LANGUAGES English, Portuguese, Spanish

SKILLS

User Interface
User Experience
UX Strategist
Wireframing
Prototyping
Heuristic Evaluation
Usability Testing
User Interviewing

Creating Persona
Web Design
Icon Design
Vector Graphics
Graphic Design
Photography

SOFTWARE

Sketch
InVision
Adobe XD
Keynote
Adobe Illustrator
Adobe Photoshop
InDesign

EXPERIENCE

- JUL 2019 - OCT 2019** **UX Designer | Prudential Financial**
As a UX Designer at Prudential, I worked on the My Pru platform. Creating wireframes for customers who came for the first time to the Prudential website. I worked in user flows for Group Insurance, Life Insurance, Annuity, and Retirement. I was responsible for creating designs solutions that solved products needs. I created user flows aiming to improve the "Get a Quote" user journey and update the current customer's dashboard displaying the multiple insurance coverages cards. As well as improving the multiple touch-points where products I worked on interacted with other products within the same user journey.
- NOV 2016 - JUL 2019** **UX/UI Designer | Infinity Classics International**
Synthesizing of customer data to identify opportunities and recommend design solutions. Responsible for shaping and communicating the brand's experience through design. Defining the UX vision throughout the company ecosystem.
- NOV 2013 - JUN 2016** **Art Director/ Physical Product Designer | ERG Distributors**
B2B and B2C. At ERG Distributors I successfully led a small design team. I designed the user interface of physical products including the company's top brands (CUATRO and TNT) bluetooth speakers, from research to product photography. I created all promotional visual digital and printed material displayed at the Consumer Electronic Show(CES). I built ERG's strong online presence and helped maintained.
- JUL 2010 - OCT 2011** **UX/UI Designer | United Nations (SIDSnet)**
Responsible for creating the website wireframes, site map, user flow and journey map. Created the website style guide and specs docs using Adobe Illustrator and Photoshop. I supported the handling of components to the engineering team. I maintained close communication with developers throughout the entire project, from initial design to launching day.
- FEB 2009 - OCT 2010** **UX/UI Designer | NYU Primary Sources**
I created NYU's Primary Sources project from branding to website design. I created the website wireframes, site map and user flow using Adobe Illustrator and Photoshop. I created the website style guide and spec documentation for developers.
- MAR 2007 - SEP 2010** **Lead Designer/ Physical Product Designer | CTA Digital**
B2B and B2C Consumer Electronics business based in Brooklyn NY. At CTA Digital I wore many hats, from packaging designer to illustrator. I assembled and managed a design team of 4 people that included copy writer, translator, photo retoucher and designer. I participated in the development of accessories for mobile devices that included iPhone, iPod touch, Nintendo Wii, PSP, XBOX 360 among others.

GENERAL ASSEMBLY | UX DESIGNER IMMERSIVE FELLOW

- SEP 2018 - MAY 2019** **Hired Neurodiverse | Hired.com**
Designed a new product opportunity for Hired.com to streamline the hiring and support of the neurodiverse community or people with autism, from research to prototyping. I also utilized a series of methodologies that includes business model canvas, competitive and comparative matrix.
- EZ-Pass New York**
I conducted an in-depth research that included user interviews, wireframes, site map, user flow, heuristic evaluation, product testing, affinity mapping, open/ close card sorting and all needed iterations. The final proposal had a fully functional prototype built in Sketch and animated in InVision as well as a list of suggested recommendations.
- HelloFresh | Meal-kit delivery company.**
As a part of the UX team, I engaged in the development process of HelloFresh app features to bring customer engagement and brand awareness. The feature design was strongly supported by true data extracted from research and user testing.