

# ANTONIO DE JESÚS

Senior 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 user's pain points to create solutions based on users' insights. I am seeking a Lead UX opportunity to use my senior UX experience and serve as great team support. Learn from a forward-thinking team that puts collaboration and teamwork first.

## EDUCATION

<b>MAR 2020 - JUN 2020</b> <b>MA</b>	MIT   Massachusetts Institute of Technology Human-Computer Interaction	<b>AUG 2018 - SEPT 2018</b> <b>NYC</b>	General Assembly User Experience Design
<b>FEB 2019 - APR 2019</b> <b>NYC</b>	General Assembly User Experience Design Immersive	<b>JUNE 2001 - OCT 2004</b> <b>NYC</b>	Parsons School of Design Fine Arts and Illustration/ Digital Design

**LANGUAGES** English, Spanish, Portuguese

## SKILLS

User Interface	Creating Persona
User Experience	Icon Design
UX Strategy	Vector Graphics
Wireframe	Avatar Illustration
Prototyping	Graphic Design
Heuristic Evaluation	Photography
Usability Testing	
User Interviewing	

## SOFTWARE

Sketch	Adobe Photoshop
Figma	InDesign
InVision	
InVision Freehand	
Xcode (Basic)	
Adobe XD	
Keynote	
Adobe Illustrator	

## EXPERIENCE

<b>FEB 2020 - PRESENT</b>	<b>Senior Product Designer   Verizon</b> Senior Product Designer at Verizon   Wearables, Mobile, and Tablet. Responsible for designing user interfaces for the new generation of products. Research to pixel-perfect design solutions for experiences that include the GizmoTab 3, the Gizmo Watch Next Generation, and the CareSmart Premium.
<b>JUL 2019 - OCT 2019</b>	<b>Lead UX Designer   Prudential Financial</b> As a Lead UX Designer at Prudential, I was responsible for creating design solutions to simplify outdated website flows that prevented users from completing tasks when accessing their online accounts. My day-to-day involved meeting with stakeholders to align/ understand business goals and needs. I created a detailed plan of action to address the project requirements, including the project timeline and expectations. My work scope included Group Insurance, Life Insurance, Annuity, and Retirement and the multiple touch-points for the "Get a Quote" user journey. I designed a series of cards for the current customer's dashboard displaying the multiple insurance coverage.
<b>NOV 2016 - JUL 2019</b>	<b>UX/UI Designer   Infinity Classics International</b> Responsible for shaping and communicating the brand's experience through design. Defining the UX vision throughout the company ecosystem. Synthesizing of customer data to identify opportunities and recommend design solutions.
<b>NOV 2013 - JUN 2016</b>	<b>Art Director/ Physical Product Designer   ERG Distributors</b> 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 Electronics Show(CES). I built ERG's strong online presence and helped maintained it.
<b>JUL 2010 - OCT 2011</b>	<b>UX/UI Designer   United Nations (SIDSnet)</b> 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.
<b>FEB 2009 - OCT 2010</b>	<b>UX/UI Designer   NYU Primary Sources</b> 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.
<b>MAR 2007 - SEP 2010</b>	<b>Lead Physical Product Designer   CTA Digital</b> 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.