

JOSE ARIAS

User Experience Designer

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(415) 568-1110

Brooklyn, NY

QUALIFICATIONS

Skills: Client Management, Design Strategy, Personas, Problem Solving, Prototyping, Rapid Ideation, Service Design, Sitemapping, User Research, User Flows, and Wireframing.

Technical Skills: Sketch, Adobe XD, Figma, InVision, Mural, Keynote and MS Powerpoint.

Certifications: General Assembly, Design Thinking in Practice (2015).

Languages: English (native), Spanish (native), Italian (conversational), and Catalan (conversational).

EXPERIENCE

User Experience Designer: May 2017 – Present

Freelance: Brooklyn, NY

- Partnered on producing a mobile app solution from the ground up for start-up client through in-depth user and secondary research that met and exceeded client expectations; created first company logo currently in use.
- Collaborated on redesigning mobile app solution for startup client using guerilla user research and synthesis that resulted in a simplified onboarding and user experience.
- Designed men's made-to-measure dress shirt desktop solution by researching competitive landscape and identifying friction points through in-depth user research, while observing client request of adherence to site layout; provided UX strategy to drive user adoption and retention upward.

Licensed Real Estate Salesperson: September 2009 – May 2017

Century 21 American Homes: Brooklyn, NY

- Managed residential and commercial property purchases and provided sales and consulting services; prepared detailed research reports using quantitative and qualitative data for clients to develop marketing strategies with clients that promoted sale of properties via open houses, digital, print, and other media.
- Redesigned client forms and legally binding documents for company use.
- Coordinated property closings; total property sales surpassed \$4 million.

College Office Assistant: August 2008 – August 2009

Center for Innovation and Leadership in Government: New York, NY

- Started as temporary summer position; extended twice to encompass full year.
- Pitched nonprofit and public sector agencies to enroll in executive program offerings, with a 90% acquisition rate.
- Maintained contact relationship database, conducted event outreach, and provided event coordination support; oversaw day-to-day office operations, as needed.

Research Associate: January 2009 – July 2009

New York City Council, Division of Infrastructure: New York, NY

- Conducted research on public policy issues such as sustainable development and alternative energies.
- Cooperated with council divisions and national municipal governments on feasibility of legislative proposals.
- Submitted reports comprising analysis of research and policy proposals for director's professional use.

Campaign Coordinator: May 2006 – September 2006

Peralta for Assembly: Queens, NY

- Supervised canvassing operations and personnel for primary election campaign; managed employee payroll by recording hours and disbursing checks.
- Canvassed and petitioned approximately 600 constituents door-to-door throughout a three-month period.
- Implemented visibility/marketing strategy and performed research interviews with constituents, capturing qualitative and quantitative data, improving voter turnout that resulted in successful re-election of the incumbent, capturing 80% of vote.

EDUCATION

Certification, User Experience Design: August 2017

GrowthX Academy: San Francisco, CA

- Graduate of a certified UX Design career accelerator.

Bachelor of Science, Public Affairs with a minor in Industrial Organizational Psychology: May 2009

City University of New York, Baruch College: New York, NY

- Dean's List (Spring 2009); Member of Pi Alpha Alpha Honor Society (2009)
- Vice President, Public Affairs Society (2009); Member, Nonprofit Leadership Alliance (2008–2009)

Associate in Arts, Business Administration: June 2006

City University of New York, Borough of Manhattan Community College: New York, NY

- Dean's List (Fall 2004 & 2005); Member of Phi Theta Kappa Honor Society (2006)
- Secretary (2005) and Treasurer (2006), Latino Honor Society; Mentor, Peer Mentoring Program (2005)

INTERESTS

Reading, writing, sketching, walking long distances, baking and cooking Italian cuisine, comic books, watching professional sports, mentoring, volunteering, and listening to music.