

LOGAN IBARRA

UX Researcher

CONNECT

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(805)235-6340

San Luis Obispo, CA.
(willing to relocate)

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www.loganibarra.com

SKILLS

Content Auditing
Competitive Analysis
User Interviews
User Research
User Flows
User Personas
Usability Testing
Affinity Mapping
Wireframing
Prototyping
Preference Testing
HTML5
CSS / SASS
JavaScript
Bootstrap

TOOLS

Figma
Marvel
Miro
Google Analytics
UsabilityHub
UserZoom GO

EDUCATION

CareerFoundry - UX Design
January 2021 - January 2022

UX Researcher with a background in front-end development and design. Resourceful user advocate leveraging data to make informed decisions and exceed expectations.

PROJECTS

Travel Planning App

Designed a travel planning app by performing competitor research, creating user personas, conducting usability testing, and iterating upon wireframes using Figma, Balsamiq, and Procreate. View the case study here: [Together Forward Travel App](#)

Modular Category Pages

Developed modular components through an iterative process, using a design system, working on a grid, and collaborating with stakeholders using Bootstrap and Javascript. View live example here: [Tennis Racquets on Tennis Warehouse.com](#)

EXPERIENCE

Front-End Web Developer

Sports Warehouse, Inc.

March 2015 - April 2022

San Luis Obispo, CA.

- Co-developed and launched a responsive framework across seven companies, increasing mobile conversions by 8% in the first week alone
- Spearheaded research and analysis for company-wide ADA compliance audit, allowing the company to pass a third-party compliance test
- Collaborated with project managers on new user flow for customized landing pages, providing companies control to implement category-driven content as needed
- Trained and provided code review to successfully onboard fellow programmers and launch additional site redesigns
- Organized tasks for large-scale projects across companies, ensuring smooth product deployment

Assistant Hotel Manager

Madonna Inn, Inc.

April 2012 - March 2015

San Luis Obispo, CA.

- Established documentation and a consistent training procedure, empowering new employees to take on responsibilities and move into key positions faster
- Available as a trusted point person to all property employees, facilitating smooth day-to-day operations and reports