

Logan Ibarra

UX Researcher

CONNECT

logan.e.ibarra@gmail.com

(805)235-6340

San Luis Obispo, CA.
(open to relocation)

www.linkedin.com/in/loganibarra

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
jQuery
JavaScript
Bootstrap

TOOLS

Figma
Adobe XD
Marvel
Balsamiq
Procreate

EDUCATION

CareerFoundry - UX Design
January 2021 - January 2022

Developer-turned-UX-Researcher with an analytical mindset and organizational skills. Experience with complex project management and communicating across multiple teams. Understands the balance of focusing on the user and meeting company needs.

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