



Jesus Enriquez

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Experience:

Creative Director

10/14 to Present

Vultus is a Digital Creative Agency, based out of Los Angeles, California. It was founded in 2014, a digital agency focused on helping businesses present there face to the world. They create brands, products and service solutions that deliver distinct enhanced experiences.

- Conceptualized, strategized, produced and brand identity for new businesses.
- Facilitated and ran new client projects to the copywriting, design and engineering team.
- Collaborated with the CEO and CMO to position the vultus brand, scale clientele to enhance our reputation as an industry leader in UI/UX, Product Marketing and Design.
- Regularly interfaced with Clients, Stakeholders, and Non- Profit Organizations to conduct and grow the businesses bottom line.

Product Manager

03/15 to 01/17

Actv8 is a Software as a Service company, based out of Los Angeles, California. It was founded in 2011 focusing on connecting consumer media with mobile commerce. Driving user engagement to inspire transactions across multiple platforms.

- Conceptualized, strategized, produced and maintained the brand identity for Actv8.
- Facilitated daily scrum sessions to the content and engineering team, coordinating projects concurrently with development cycles to produce new features, enhancements and bug fixes.
- Collaborated with the CTO and Creative Director to position the brand, scale the user base, and identify the core benefits to optimize product utility and viability.
- Created UCD compositions to enhance the product's interface aesthetic as well as architectural wireframes to define product framework and structure.
- Created onbrand site assets, infographic kits, advertisements, marketing collateral, and maintained brand identity across all pertinent social media platforms.

Product Manager

01/11 to 03/15

Jixee is a Software as a Service startup, based out of Danville, California. It was founded in 2011, since then jixee has positioned itself to be a leader in the task management and bug tracking software industry. Jixee simplifies your development team's daily workflow.

- Conceptualized, strategized, produced and maintained the brand identity for Jixee.

- Facilitated daily scrum sessions to the engineering team between weekly agile development cycles to produce new features, enhancements and bug fixes.
- Created UCD compositions to enhance the product's interface aesthetic as well as architectural wireframes to define product framework and structure.
- Created onbrand site assets, infographic kits, advertisements, marketing collateral, and maintained brand identity across all pertinent social media platforms.
- Dictated production releases based on high quality assurance verification and confirmation.

UX/UI Designer

02/12 to 03/13

Vocus was a software public relations company, based out of Beltsville, Maryland. It was a NASDAQ listed company until June 2014 when GTCR a private investment firm acquired Vocus to merge it with Cision. In 2011 Vocus acquired North Social, a social media application company. I worked in the services department at North Social during the merger and acquisition process.

- Designed custom social media applications, promotions, and marketing campaigns for brands; such as Hilton, Zynga, Ubisoft, Air New Zealand, Herbalife and various leading brands in today's market.
- Led an agile software development team to produce a social media applications suite.
- Collaborated with the marketing team to increase conversion rates from the 100's to the 100,000's for brands by creating, architecting and designing powerful Facebook fan pages through social media viral awareness avenues.
- Wireframed, designed and implemented effective user experience methodologies to enhance user interactivity through the app's interface.

Education:

Bachelors Of Science, Design

Art Institute of California - Orange County

Proficiencies:

Adobe Creative Suite

Brand Identity

UI/UX Design

Graphic/Web Design

Motion Graphics

HTML5/CSS3 (*Working Knowledge*)

Agile/Scrum Management

Team Facilitation

Task Allocation

Effective Communication

Bilingual (*English / Spanish*)

Multitask (*Fast Paced Environment*)

Product Development

Marketing/Advertisement

AWS Solutions

Deck Presentations

Print Production

Photography

Cinematography

Adept Mac User

Very Resourceful

• *References will be provided upon request* •