Joseph Cruz Rico

UX \ Product Design

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Skills

Group Programming

Creative / Group Problem Solving

Visual Design

Organization

User Research and Testing

Storyboarding

Prototyping

Spanish

Tools

Adobe XD, Photoshop, Illustrator, After Effects

Microsoft office / Google Suite

Windows & iOS

Javascript, C, C++, HTML/CSS, Python, Bash

Github, Git

Experience

Relevant Coursework

Human Centered Design - "Parking Fine"

I worked with a group of five other people to identify breakdowns in our campus's parking system and develop solutions that ultimately aimed to streamline the flow of information between the UCSD transportation department and users.

- Interviewing stakeholders
- Gathering and organizing data to uncover relevant relationships
- Developing and iterating prototypes based on stakeholder feedback
- Contributing to the design of user interface for a kiosk prototype and design/layout of paper pamphlet

Frontend Web App Development - "Newsflash" and "GymTel"

Newsflash used a speed reading API that presented the user news articles word by word to assist dyslexic readers. Gymtel informed users of proper technique for various exercises.

- Research the needs of dyslexic readers and proper gym technique to drive design philosophy
- Iterating design of user interface to maximize usability
- Recording and editing videos showcasing the apps, their design, and scenarios for their use.

Education

San Diego, CA	San Diego Community College - Miramar
June 2014 - June 2016	A.A. Social and Behavioral Sciences

San Diego, CA	University of California
Nov 2016 - June 2019	B.S. Cognitive Science with specialization in Human Computer Interaction