



Joseph Cruz Rico

UX \ Product Design

 cruzrico4@gmail.com

 951.514.5050

 [linkedin.com/in/cruzrico-ux/](https://www.linkedin.com/in/cruzrico-ux/)

Summary

Passionate, goal driven designer who thrives in a fast-paced environment, with a history of user satisfaction.

Skills

Group Programming

User Research
and Testing

Storyboarding

Prototyping

Spanish Proficiency

Creative / Group
Problem Solving

Visual Design

Organization

Tools

Adobe XD, Photoshop,
Illustrator, After Effects

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

GitHub, Git

Microsoft office /
Google Suite

Windows & iOS

Education

University of California

*B.S. Cognitive Science with specialization in
Human Computer Interaction*

San Diego, CA

Graduated June 2019

Course Projects

Cognitive Design Studio - "Parking Fine"

Learned and applied the Human Centered Design Process to reformat information flow from campus parking office to users.

Responsibilities

- Interviewed stakeholders (parking director, faculty, and students)
- Analyzed data to uncover underlying relationships
- Developed and iterated prototypes based on stakeholder feedback
- Contributed to the design of user interface for a kiosk prototype and the design / layout of paper pamphlet

Human Computer Interaction Programming Studio - "NewsFlash"

Designed the front-end User Interface through HTML, CSS, and JS code for a web app and contributed to backend Node.js implementation.

Responsibilities

- Determined optimal layout for various user interface elements
- Iterate and redesigned layouts based on user feedback
- Developed logic for core app functionality

Interaction Design - "Gymtel"

Designed a complex system of web pages to assist in learning proper gym safety and form for various exercises through HTML, CSS, and JS code.

Responsibilities

- Used paper prototypes and storyboards to ideate and refine user interfaces and to construct user workflows
- Conducted usability testing to determine breakdowns
- Filmed and edited video for a mock advertisement of our product using Adobe After Effects
- Constructed skeleton for the web app and researched relevant data to populate informational pages
- Created multiple cohesive color themes for UI elements to fit the user's preference
- Developed user interface for selecting pain points which directed users to instructional videos on proper form