



# Joseph Cruz Rico

UX \ Product Design

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## 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,  
Blender

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

React.js

Amazon Web Services

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*

## Experience

### EasyTime UX / UI Internship - Reworld game design studio

Designed and implemented 2D and 3D assets for a battle royale style video game using an in-house engine to provide an enjoyable experience for the player.

#### Responsibilities

- Used Blender, Adobe Creative Suite, and to create art and models to be used in the game
- Participated in Agile meetings to inform the studio of my accomplishments and goals and stay informed on the current direction of our game's development
- Provided feedback and programming assistance to the studio's engineering team to determine the best method of implementing game mechanics

#### Accomplishments

- Conducted extensive research in order to learn Blender from the ground up to deliver gorgeous 3D models
- Single-handedly designed and completed a 3D battle royale game map to provide players with a fun gameplay environment and experience.
- Applied critical thinking to find ways around the game engine's limitations and implement game mechanics

## 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