

Jonathan Guzman

UX Designer

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SUMMARY

My unique work experience gives me a user-focused design perspective — putting people before products, function before flash and usability above all else.

SKILLS

Visual Design
User Research
User Flows & User Journeys
User Personas & User Stories
Information Architecture
Brand Strategy & Identity
Wireframing
Prototyping
User Testing
Front-End Web Development

TOOLS

Adobe Creative Suite
Sketch
Figma
InVision
Usability Hub
Maze
Github
Terminal
Atom
HTML, CSS & Javascript

PROJECTS

Stash | UX/UI Design, Branding & Prototyping

An online cloud storage application made with a millennial audience in mind. Stash makes it easy to find, store and share what users care about most.

GameChanger | UX/UI Design, Branding & Prototyping

A marketplace app for gamers to barter items. Its focus is to help gamers find what they're looking for quickly, easily and with no money exchanged.

Bloc Jams | jQuery and HTML development

A web media player inspired by Spotify. Bloc Jams was built leveraging the power of jQuery library framework.

EXPERIENCE

Design Apprentice

Bloc | Remote

Sep 2017– Jun 2019

- Designed wireframes that are useable and clear
- Iterated designs for high fidelity mockups to deliver on design and usability principles
- Conducted research and user testing for several projects with a focus on solving user's problems
- Created branding for projects with memorable typography, color and logos

Genius, Creative Pro, Expert & Market Trainer

Apple | Emeryville, CA

Dec 2013 — Dec 2018

- Designed empowering experiences using iPhone, iPad & Mac as well as Apple software
- Led sessions on "How to Prototype an App Using Keynote" where customers design their own app
- Crafted engaging product demonstrations with a specific focus on music applications and technology

EDUCATION

Bloc | UX Design and Front End Development Program

USF | MA International & Multicultural Education

UC Berkeley | BA Psychology w/ Minor in Education