

# Jonathan Guzman

## UX Designer

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### SUMMARY

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

### SKILLS

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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

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

### PROJECTS

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#### GameChanger | UX Design, Branding & Visual Design

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.

#### Stash | UX Design, Branding & Visual Design

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.

#### 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

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#### Design Apprentice

Bloc | Remote

Sep 2017– Jun 2019

- Designed clear sitemaps, wireframes and prototypes
- Iterated designs rapidly for high fidelity mockups to deliver on design, usability and business priorities
- Researched and led user tests to inform creative process
- Created content strategy and branding for projects with memorable copy, typography, color palette and logos
- Collaborated with fellow designers and across disciplines with developers, stakeholders and directors

#### 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
- Crafted engaging product demonstrations with a specific focus on music applications and technology
- Led sessions on “How to Prototype an App” where people create their own mobile app using Apple assets

### EDUCATION

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Bloc | UX Design and Front End Development Program

USF | MA International & Multicultural Education

UC Berkeley | BA Psychology w/ Minor in Education