

Jonathan Guzman

UX Designer

📍 SF/Bay Area, CA

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SUMMARY

An end-to-end UX Designer, tech whiz and former teacher with a simple goal— put people before products, function before flash and usability above all else.

SKILLS

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

TOOLS

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

LATEST PROJECTS

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.

EXPERIENCE

UX/UI Design Intern

Renzo | Remote

July 2018– present

- Overhaul user experience for hotel management mobile app
- Streamline a design system to aid in previous design inconsistencies
- Iterate onboarding screens to decrease help traffic by 50%
- Coordinate design efforts with a global team

Design Apprentice

Bloc | Remote

Sep 2017– Jun 2019

- Crafted well-researched wireframes, mockups and prototypes
- Ideated user-centered experiences rapidly in Agile environments
- Spearheaded A/B and usability testing to inform design
- Implemented content strategy and branding with memorable copy, typography, color palette and logos
- Collaborated with fellow designers and across disciplines with developers, stakeholders and managers

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
- Empathized with users to find solutions and created loyal promoters of Apple
- Pioneered sessions on “How to Prototype an App” where users create their own mobile app using Apple assets

EDUCATION

Bloc | UX Design and Front End Development Program
UC Berkeley | BA Psychology w/ Minor in Education