

# Ignacio Ospina

## User Experience Designer

New York, NY



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### Summary

I pride myself in building things of beauty, and also being a bridge to new perspectives.

### UX Process

- Contextual Inquiry
- Surveys
- User Interviews
- Existing Product Audit
- Competitor Audit
- Feature Prioritization
- User Flows
- Affinity Mapping
- Personas
- Sketching
- Storyboarding
- Mockups
- Prototyping
- Usability Testing

### UX Toolkit

- Sketch
- Omnigraffle
- InVision
- Hotjar
- Google Analytics
- Pop App
- Keynote
- HTML
- CSS

### Languages

- Spanish - Native Proficiency
- Japanese - Limited Working Proficiency

### Experience

#### **User Experience Designer at Observer Media**

January 2017 – Present

- Implement user research tactics to gain a deeper understanding of what users need and want
- Utilize business requirements and technical constraints in order to design website prototypes that were launched successfully

#### **UX Design Consultant for TRACE International**

August 2016 – January 2017

- Identified the best ways to organize information on company site
- Managed a team of fellow designers in order to create a polished, functional prototype
- Coordinated communication with client/stakeholder
- Assigned tasks to colleagues in design team

#### **Freelance UX Designer**

June 2016 – August 2016

- Designed digital products that behave intuitively and bring joy and function to users
- Utilized visual design in order to make beautiful and easily learnable digital products
- Explained my process through the use of sketches, wireframes, and presentations
- Tested designs with users and iterate on designs based on feedback received

### Education

#### **General Assembly**

- UX Design Immersive
- HTML, CSS & Web Design Circuit

#### **Tufts University – School of Arts and Sciences**

- Bachelor of Arts Degree in Japanese
- Minor in Multimedia Arts