Jesus Pantaleon

Gamer **Runner**

UX Designer

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Work Experience

Behr | Digital Marketing Intern - User Research
June 2018 - August 2018 | Santa Ana, CA

• Conducted User Researcher on Millennials, Baby Boomers and Gen-Z to understand the current trends, stigmas and social behaviors to develop new engaging Web Content on Behr's DIY Home Improvement Projects.

• Gathered Qualitative and Quantitative data with the use of Google Analytics, Surveys, Digital Observation And Social Media.

Experian | Product Management Intern - UX/UI
December 2017 - June 2018 | Costa Mesa, CA

• Deeply immersed into the Fintech industry in a Scrum Team to create efficient product flows, API Integration Methods and New User-Onboarding for Web Products.

• Led UX Development for an FAQ Site with data driven decisions derived from User Interviews and Usability Testing.

Drone Squad | UX/UI Intern
May 2017 - September 2017 | Pasadena, CA

• Designed User Experiences for Drone Squad's Web App in a Kanban Team with Google Material Design.

• Successfully delivered the Messaging Portal used today!

Behr | Digital Marketing Intern - Web Design
June 2017 - August 2017 | Santa Ana, CA

• Redesigned Behr's Career Site with Google Material Design principles creating richer content and showcased enhance User Experience for Millennials /Gen-z through interactive prototyping.

• Created new recruitment strategies for Gen-Z with the use of Snapchat, Twitter, and Instagram

Education

Cal Poly Pomona
Bachelor of Science
E-Business: Content Creation & Management
University Sports:
Cross Country, Track & Field
Graduation: Fall 2018

Academic Experience

Creative Labs - CPP | Co-Founder
April 2018 - Present | Pomona, CA

• With a group of friends, founded Cal Poly Pomona's first Technology Creative Club where I personally, oversee our creative development on workshop content, ensuring students keep learning on and off campus!

NASA Startup | Creative Developer
February 2017 - April 2017 | Pomona, CA

• Developed Bluetooth Android App Prototypes and UI Designs as part of Cal Poly Pomona's School of business NASA Startup Program.

Innovation Lab | Product Designer
September 2016 - May 2017 | Pomona, CA

• Designed an App Prototype that allowed Cal Poly Pomona's student body to create and grow startups which was later adopted by our CS Department as a React.js Web App.

Skills

Design: Wireframes, App, Web, and Digital Product Design with Adobe XD, illustrator, Photoshop.

Prototype: Android Studio, Adobe XD, HTML/CSS, Bootstrap.

Teams: Agile, Scrum, Kanban.

UX: User Interviews, Google Analytics, Personas, User Stories, Surveys.