

JAVIER GUZMAN

javguzman20@gmail.com | San Francisco, CA, USA | linkedin.com/in/javguzman/ | javguzman.com/

EDUCATION

DePaul University

Master's, Human Computer Interaction

GPA: 3.97

University of California - Santa Cruz

Bachelor's, Cognitive Science

PROFESSIONAL EXPERIENCE

Freelance

Freelance UX/UI Designer

Remote

September 2023 - Present

- Leading UX/UI design and programming for an in-progress PC rhythm game developed in Unity, ensuring a seamless and engaging player experience.
- Developed and integrated an e-commerce platform for the nonprofit organization Love Smiles, seamlessly aligning it with their existing website. This initiative significantly boosted online revenue, enabling the organization to host multiple in-person fundraising events that further amplified their financial resources.
- Designed and developed the initial prototype for a mobile game, crafting intuitive app flows, generating engaging gameplay concepts, and providing actionable usability insights to enhance the player experience
- Collaborated closely with stakeholders and founders to align design strategies with business objectives.
- Leveraged tools such as Figma, Adobe XD, and Photoshop, alongside methodologies like user interviews, A/B testing, and usability testing.

Love Smiles

UX Designer

Chicago, IL, USA

March 2021 - September 2023

- Collaborate with board members and external business partners using communication skills to create a cross-functional, coherent mobile and web experience which fulfilled their needs as well as those of everyday users.
- Created a design system for the Love Smiles web experience and mobile app, alongside accompanying usage guidelines which became the foundation for its future front-end web expansions.
- Designed and built the Love Smiles website and mobile experience, creating wireframes, mockups, prototypes, and information architecture; performed A/B testing and UI revamps that increased conversions by 15%, boosting donations and community support.
- Further revamped various portions of the Love Smiles website UX/UI and SEO using user feedback and analytics, resulting in a 68% increase in user sessions, a 78% increase in unique visitors, a 19% decrease in bounce rate, a 21% increase in store conversions, and a 320% increase in traffic from non-direct sources.

SKILLS

Skills: HTML/CSS, Figma, UI/UX Design, UX research, Prototyping, User Flows, Inclusive Design, Photoshop, Adobe XD, mockups, WCAG, WAVE, Lighthouse, Accessibility Testing, Technical Writing, Project Management, Wireframing, Product Design

Languages: Spanish, English