

JAVIER GUZMAN

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EDUCATION

DePaul University

Master's, Human Computer Interaction

GPA: 3.97

University of California - Santa Cruz

Bachelor's, Cognitive Science

PROFESSIONAL EXPERIENCE

Freelance

Remote

Freelance UX/UI Designer

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.
- Developed an initial prototype for a mobile game, including app flow design, gameplay ideation, and usability recommendations.
- 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

Chicago, IL, USA

UX Designer

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.
- Conducted extensive research on user behavior and preferences, implementing findings into task flows to create a website and mobile experience for various user groups.
- 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.
- Performed A/B testing for the website, revamping the user interface amongst other changes, increasing overall conversions by an average of 15%, leading to increased donations and community support.
- Designed and executed wireframes, mockups, and created the information architecture for the Love Smiles website which I used to further build out the website and mobile experience.
- 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.

Pioneer Contractors Inc.

San Francisco, CA, USA

Office Assistance

January 2018 - March 2020

- Streamlined office supply procurement by coordinating orders across multiple teams, optimizing the process, and achieving cost savings over time.
- Designed and implemented a scheduling system for specifically targeted teams, boosting productivity and ensuring timely project delivery.
- Managed equipment maintenance and upkeep, reducing downtime and enhancing overall operational efficiency.

SKILLS

Skills: Java, Python, HTML/CSS, SEO, Figma, UX, UI/UX Design, UX research, Prototyping, User Flows, wireframing, Inclusive Design, Accessibility, product design, Rapid Prototyping, prototypes, project management, Photoshop, Adobe XD, user research, visual design, mockups, verbal communication, customer service, WCAG, GitHub, technical writing, attention to detail, detail-oriented, problem-solving