

# Javier Guzman

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## EXPERIENCE

### Web UX Designer

Love Smiles

June 2021 – June 2023, Chicago, IL

- Collaborated with board members and outside business partners to create a mobile-responsive web and mobile experience which fulfilled their needs as well as those of everyday users.
- Created a design system for Love Smiles alongside accompanying usage guidelines.
- Performed A/B testing on various landing pages, increasing overall conversions by an average of 15%, leading to increased donations and community support.
- Conducted extensive research on user behavior and preferences, implementing findings into task flows to create a website and mobile experience for various user groups.
- Designed and executed wireframes and created the information architecture for the Love Smiles website, which were used to further build the website and mobile experience.
- Further revamped various portions of the Love Smiles website UX/UI and SEO, 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.

### Office Assistance

Pioneer Contractors Inc.

January 2018 – March 2020, San Francisco, CA

- Coordinated office supply orders for various teams, resulting in a streamlined process and cost savings over time.
- Implemented a scheduling system for specific teams that increased productivity and on-time project completion.
- Oversaw maintenance and upkeep of equipment, resulting in a decrease of downtime by and an increase in overall efficiency.

### Marketing & Event Manager

Santa Cruz FGC

December 2014 – August 2016, Santa Cruz, CA

- Managed and organized medium to large scale in person gaming events which ranged from 40 to 100+ attendees on a weekly basis, tasks included pre-event team discussions, location prep-work and setup, and in-person managing of crowds and schedules.
- Led the creation of advertising campaigns which resulted in a 100% increase in attendance, resulting in higher revenue and event space expansion to accommodate the increased turnout.
- Established partnerships with local businesses to act as prize-support sponsors in exchange for advertising campaigns through our social media platforms and live event broadcasts.
- Created visuals for social media accounts, event banners, posters, stream overlays, and sponsor partnerships.

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## PROJECTS

### Alignimals: Zoo Building Puzzle-Game

Personal Project • May 2023 – Present

- Performed user research including card sorts, interviews, and tree tests to design the information architecture of the mobile app.
- Created personas, affinity diagrams, user flows, wireframes, lo-fi prototypes, and mid-fi prototypes.
- Curated and designed a cohesive, thematic design system for the game.

### Daly City Facility Rental Webpage Redesign

Personal Project • January 2023 – February 2023

- The Daly City facility rentals page is an important resource for those looking for rental spaces for their gatherings or events. However the current design of the page does not effectively convey the various details that prospective renters want to see when making their choice of facility. This alternative redesign was created to both modernize the visuals, but also more effectively presents relevant information to would-be facility renters.
- View @ <https://javguzman.com/DalyCityFacilityRentals>

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## EDUCATION

### Masters of Science in Human-Computer Interaction

DePaul University • Chicago, IL • 3.97 GPA

### Bachelors of Science in Cognitive Science

University of California – Santa Cruz • Santa Cruz, CA

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## SKILLS

Information Architecture, Concept Testing, Prototyping, Wireframing, Mobile App Development, Responsive Web Design, Inclusive Design, Personas, Journey Maps, UI design, A/B Testing, Surveys, Card Sorting, Interviews, First-Click Tests, Heatmaps, Task Analysis, Moderated/Unmoderated Testing, Contextual Inquiries, Python, HTML, CSS, Photoshop, Figma, Adobe XD, Native Spanish Speaker, Native English Speaker