

Stanley Diaz, Product Designer

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I design and build digital products—from high-level UX to the nitty-gritty UI details. I've helped ship consumer and business-facing products, and contributed source code to web and iOS repositories.

EXPERIENCE

Product Designer

Yottalands Inc. | Palo Alto, CA | October 2014–Current

- Designed and helped build 3 family of products (Papaly, Riple, Menew) which corresponds to 10 individual products including consumer, business, and internal software applications across web and iOS platforms. papaly.com | riple.io | menew.io
- Built ~70–80% of the front-end (HTML/CSS/JS) for the following products:
 - Papaly web application and browser extensions.
 - Riple browser bookmarklet.
 - Menew internal/business menu management dashboard.
- Collaborated with iOS engineers by creating XIB files and editing auto layout constraints in Xcode.
- Collaborated with our CEO on brainstorming and defining product features based on user research and key metrics important to the business.
- Helped gather quantitative and qualitative data for our products by running usability tests and surveys.
- Analyzed and identified areas of friction in our products, and iterated on designs and flows accordingly.
- Helped define a/b tests to drive product engagement and conversions.
- Created flowcharts, and wireframes detailing high-level interaction flows for our products.
- Designed the user interface of our Web and iOS applications.
- Created clickable prototypes for our iOS apps using tools such as Marvel App.
- Provided development specs for engineers and helped with quality assurance and fixing bugs in our code.
- Designed marketing material such as landing pages, and marketing ads.

UI/UX Designer

Momentum Design Lab | San Mateo, CA | August 2014–October 2014

- Collaborated with lead designers on client projects.
- Created flowcharts and designed user interfaces for feature-rich enterprise software products.
- Worked on the front-end development for UI style guides.
- Helped gather feedback during client meetings.

Visual Designer

Ebates Inc. | San Francisco, CA | September 2013–August 2014

- Helped establish a cleaner visual language for our various web, email, and marketing endeavors.
 - Brainstormed, conceptualized, and executed visual design for promotional sales events and produced related material such as website banners, and promotional email mockups.
 - Collaborated with cross-functional teams such as Engineering, Creative, and Product Managers on marketing projects to help drive new growth and increase conversions of non-active to active members.
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EDUCATION

Bachelor of Fine Arts, Web Design + New Media

Academy of Art University | San Francisco, CA | 2009–2013

CERTIFICATES

UX Design Techniques: Analyzing User Data

Lynda.com, Licence 8A12D4 | November 2016

Foundations of Programming: Fundamentals

Lynda.com, Licence C07802 | July 2016

SKILLS

User Interface Design, Interaction Design, User Experience Design, Usability Testing, Mobile Design, iOS Design, Wireframing, Prototyping, A/B Testing, HTML, CSS, SCSS, jQuery, Programming fundamentals, Xcode Interface Builder, Git, Jira, Bitbucket, Sketch, Adobe Creative Suite, Branding & Identity, Familiarity with: Ruby, Ruby on Rails framework, Swift