

Israel Hinojosa

Senior User Experience Designer

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Experience

Clever Creative Inc. / Senior/Lead UX Designer

October 2023 - Present - Contract - Los Angeles, CA

- Contributing to the design of useful, usable, and desirable web-based and mobile products in a team environment
- Creating user-centered designs by considering VCA's requirements, product requirements, market analysis, and usability findings
- Developing conceptual diagrams, wireframes, visual mockups, and prototypes
- Aiding in facilitating in user research activities
- Developing and maintaining detailed user-interface specifications
- Presenting design work to the team, product leadership team, and VCA Animal Hospitals executives for review and feedback.

KlientBoost / CRO/UX Designer

March 2021 - Present - Full Time - Costa Mesa, CA

- Created all image assets, mockups, prototypes, and landing pages, while collaborating with the account manager for the tracking of conversions in Google Analytics and the Unbounce page builder for e-commerce and lead gen clients.
- Set up A/B tests for landing pages through Unbounce that either ran for two weeks or until a winner met statistical significance of at least 95%.

Boardriders / Global UI Designer

Aug 2020 - March 2021 - Full Time - Huntington Beach, CA

- Executed all phases of the design process, from wireframing concepts to final hand-off to engineering and design QA.
- Developed and enforced web application style guides, pattern libraries, and UX standards (globally).
- Ensured deliverables were detailed for implementation through a deep understanding of modern FED (dynamic content, checkout scenarios, form behavior).
- Performed design user acceptance testing for various projects in the development phase; maintained detailed project test log for IT.

SeedCMS (Shopify Plus Partner) / Lead UX/UI Designer

Nov 2016 - Aug 2020 - Full Time - Irvine, CA

- Managed the design team and coordinated projects.
- Mentored junior UX Designers in best practices and user-focused processes.
- Presented design recommendations based on client requirements and industry best practices.
- Assisted with the creation of style guides and interactive design assets such as components, icons, buttons and more.
- Led UX design efforts for clients, focusing on CMS migration and optimization.

Summary

Lead User Experience Designer with a strong background in the e-commerce and creative sectors. I possess a deep understanding of design principles and methodologies, and I am adept at leveraging various tools and technologies to deliver outstanding results. I am passionate about creating seamless user experiences and finding innovative solutions to meet user needs.

Skills

Product Design
User Interface
Rapid Prototyping
Design Research
Interaction Design
Wireframing
Agile & Lean UX
User-Centered Design
Usability Testing
A/B Testing
Data Analysis
Creative Strategy
Google Analytics
Design Presentation

Tools & Technologies

Figma, Sketch, Adobe XD, Hotjar, Crazy Egg, Photoshop, Illustrator, Unbounce, Convert, Invision App, Zeplin, Omnigraffle, Marvel, Asana, Trello, JIRA.

Education

General Assembly, Los Angeles, 2015
User Experience Design Immersive

California State University, Fullerton, 2013
Bachelors of Arts in Cultural and Social Anthropology

Riverside Comm. College, Riverside, 2008
*Associates of Arts and Science:
International Relations and Business*