

# Mario Smith-Mena

A Naval Officer turned UX Designer with over 3 years of design experience, dedicated to placing the human experience first.

## EXPERIENCE

### UCSF Health, Remote — UX Designer

MAY 2022 - PRESENT

- Created and maintained the UI/Component Library and Style Guide
- Converted JIRA ticket requests from wireframes to finalized mobile and desktop mockups for website and CRM campaign use.

### Mystic Pineapple, Brooklyn, NY — Founder/UX Consultant

MAR 2021 - PRESENT

- Redesigned veteran owned small business websites to decrease bounce rate and smoothly guide the user to the end product
- Provided UX consultation services on how best to convert first time visitors into purchasing customers

### FINRA, Rockville, MD — UX Designer

APR 2020 - APR 2021

- Designed visual assets to communicate product function efficiently, including layouts, color palette and UI elements
- Met with stakeholders through user interviews to guide production of journey maps, personas, and interactive prototypes
- Participated in conceptual development/ideation in a multidisciplinary team of product management and developers

### Yugen International, Tokyo, Japan — Founder/Creative

DEC 2018 - JAN 2020

- Singlehandedly registered a Tokyo coffee roastery and export business
- Operated as Head Roaster and Lead Creative developing illustrations, stop motion videos, and coffee bag designs for the Yugen Brand

### Cafe del Barista, San Jose, Costa Rica — Manager/Designer

APR 2018 - DEC 2018

- Increased daily average earnings by 17% by creating a more user friendly menu and enacting a live inventory

### United States Navy, Yokosuka, Japan — Lieutenant (O-3)

MAY 2012 - JAN 2018

- Led three Chief Petty Officers and thirty seven Engineers in the upkeep of the ship's engines and supporting machinery, allowing for three successful engineering certifications and deployments

## PHONE:

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## EMAIL:

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## PORTFOLIO:

www.mariosmithmena.com

## SKILLS

Adobe Creative Suite

Figma

Sketch

Wordpress

Miro

HTML/CSS

User Research

Usability Testing

Responsive Design

Wireframes/Mockups

A/B Testing

Rapid Prototyping

Illustration

Photography

Video Editing

Graphic Design

Branding

Painting

## EDUCATION

### BSc, Ocean Engineering

United States Naval Academy

(2008-2012)

### UX Design Immersive

General Assembly

(2020)

## LANGUAGES

### Japanese

Professional Working Proficiency

### Spanish

Fluent