

Rey J. Jimenez

DESIGNER. UX. UI.

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I'm a UX interaction designer with over 10 years' experience designing solutions to better customer experiences. I enjoy working with great engineers, product leads, and users to compromise and negotiate ways for the journey to have value. I enjoy creating concepts that are easy and exciting to use. Success and revenue are especially important to me in all matters of designs I create.

Work Experience

Senior UX / UI Designer / Front-End Web Developer

Fancy.com - San Diego, CA

September 2019 to January 2020

- Review Google Analytics and SessionCam for new patterns with the customers journey.
- UX Research: Create wireframes to support business needs.
- Information Architect: Mapped content and navigation so users found what they were looking for.
- Visual Designer: Create imagery for website and apps.
- User Interaction: Create and update functionality to remove friction to the consumer.
- Marketing: Blend marketing campaigns with consumer journeys.
- Engineering: Communicate, compromise, and support projects.

Senior UX / UI Designer / Front-End Web Developer

ecoATM Gazelle - San Diego, CA

August 2017 to September 2019

- Review recordings and analytics from SessionCam, UserTesting, and Optimizely.
- Synthesize observations to communicate with business owners.
- Meet with business owners to determine upgrades and updates to our customer journeys.
- Create tests for our consumers and panelists in Optimizely and User Testing.
- Information Architect, design diagrams, wireframes, mockups, recordings, and prototypes in XD, Axure, Bootstrap, Adobe CC and document them in Confluence to share and connect with the Jira tickets.
- Support, direct, and troubleshoot with engineering teams.
- Web develop in Sitefinity, Shopify, and .NET frameworks.
- Web portal creation for Gazelle customers and ecoATM buyers.
- Designed and inserted a chat application to the Gazelle buy and trade-in customers and employees.

UX / UI Designer / Front-End Web Developer / Graphic Designer

Altman Specialty Plants, Inc. - Vista, CA

February 2016 to June 2017

- UX research of plant type and conditions.
- UX research consumers shopping behavior. (Google analytics, survey, and user session review)
- User interaction of order process of live plants.
- Visual Design the entire web order process.
- Front-end development of three websites. (<https://www.oasis-plants.com/>, <https://altmanplants.com/>, <https://cactusshop.com/>)
- Design diagrams, wireframes, mockups, recordings, and prototypes in XD, Axure, Bootstrap, Adobe CC and documentation.
- Support, direct, and troubleshoot with engineering teams.
- Web develop in the following frameworks: Wordpress (Woocommerce), Shopify, and ASP.

UX / UI Designer / Front-End Web Developer / Art Director

Madcatz - San Diego, CA

April 2015 to February 2016

- UX research of video games.
- UX research consumers shopping behavior. (Google analytics, survey, and user session review)
- User interaction of order process of video game hardware.
- Visual Design the entire web order process. Graphic designed brochures, posters, ads, and banners for Madcatz and Rock Band 4 collateral.
- Front-end development of three websites. (Amazon, NewEgg, and madcatz.com)
- Design diagrams, wireframes, mockups, recordings, and prototypes in XD, Axure, Bootstrap, Adobe CC and documentation.
- Support, direct, and troubleshoot with engineering teams.
- Web develop in the following frameworks: Wordpress, and Netsuite.

UX / UI Designer / Front-End Web Developer

Faulkner Media Group - San Diego, CA

February 2013 to April 2015

- UX research of financial planning and authorization processes.
- UX research consumers trust behavior to choose a financial planner. (Google analytics, survey, and user session review)
- User interaction of financial consumer trust journey.
- Visual Design the multiple financial planner websites.
- Front-end development of financial planner websites and tools. (<https://www.fmgsuite.com>)
- Creation of websites utilizing sketches, wire frames (Balsamiq, Axure, and fireworks) mock-ups, prototypes (bootstrap), and client approvals to produce their desired website need.
- Support, direct, and troubleshoot with engineering teams.
- Web develop in the following frameworks: Sitefinity, and ASP.
- Web dashboard creation for clients and Faulkner Media Group employees.

UX / UI Designer / Front-End Web Developer

Costcoauto.com - San Diego, CA

February 2011 to January 2013

- Develop and update the costcoauto.com, navyfederalautobuying.com, desertschoolsautobuying.com, and aaa.com websites.
- Produced and developed web content, and eblast campaigns (WhatCounts) with CSS, HTML, JavaScript, Flash, and ASP.
- Design and collaborate on production pipeline systems in creation of all aspects of functionality of design, concepts, UX elements and UI specs.

UX / UI Designer / Front-End Web Developer / Art Director

SignOnSanDiego.com - San Diego, CA

December 2007 to February 2011

- Develop policies and procedures to create better third-party vendor communications and business solutions by using strategic thinking with a focus on business goals and the user needs.
- Design and collaborate on production pipeline systems to assist and train junior designers and content producers on all aspects of functionality of design, concepts, UI elements and UI specs.
- Coordinated designs to be implemented in the Union Tribune paper and SignOnSanDiego.com website for higher revenue margins.
- Inspire new ideas within the team members to achieve our business objective and solve any issues to make the customer experience more appealing and user friendly.

Education

Diploma in Web Design, UX / UI, Multimedia

Platt College - San Diego, CA

December 1998

Art, Illustration, Graphic Design, Multimedia, and 3D

The Academy of Art School - San Francisco, CA

December 1997

Skills

UX Research, Information Architect, UX Designer, User Interaction, Visual Designer, Web Designer, Front-end Developer

UX Design Methods

Customer Journey Map, Personas, Empathy Maps, Competitive Audit, Value Proposition, Stakeholders Interviews, Brainstorming, Mood boards, Storyboards, User Flow, Task Analysis, Taxonomies, Content Audit, Heuristic Analysis, Sitemap, Features Roadmap, Use Cases and Scenarios, Metric Analysis, User Interview /

Focus Group, Surveys, Usability Testing, Card Sorting, A/B Testing, Accessibility Analysis, Sketches, Wireframes, Prototypes, Pattern Library, Coding

Software

XD, Axure, Figma, Sketch, Keynote, Photoshop, InDesign, Illustrator, Premiere, After Effects, Audition, Animate, Zbrush, Sublime Text, Visual Studio

Programming

HTML / CSS, JavaScript, currently working on React

Military Service

Health Service Technician

United States Coast Guard - San Juan, PR

July 1988 to June 1993

As a Health Service Technician, I was able to assist, treat, and learn about human needs and factors. This supports me in creating user-center designs for all types of users and consumers.