

# REY JIMENEZ



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FANCY.COM	ECOATM / GAZELLE	ALTMAN PLANTS	MADCATZ	FAULKNER MEDIA GROUP
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SD, CA: 9/2019 - 1/2020	SD, CA: 8/2017 - 9/2019	VISTA, CA: 2/2016 - 6/2017	SD, CA: 4/2015 - 2/2016	SD, CA: 2/2013 - 4/2015
<p>Created new organized home and category pages to showcase curated content. Updated apple and android app imagery and journeys.</p> <p>User testing, A/B testing, session video recordings, generated insight reports, user journeys, empathy maps, wireframes, design systems, mockups, and prototypes.</p>	<p>Ported ecoatm.com and buy.gazelle.com to Shopify. Updated kiosk, mobile, and web apps to GDPR compliance.</p> <p>User testing, A/B testing, session video recordings, generated insight reports, user journeys, empathy maps, wireframes, design systems, mockups, and prototypes.  <b>HTML, CSS, JS, Shopify, Sitefinity</b></p>	<p>Ported altmanplants.com to shopify. Designed and developed oasis-plants.com and cactusshop.com. Updated the live plant order process.</p> <p>User testing, A/B testing, generated insight reports, user journeys, empathy maps, wireframes, design systems, mockups, and prototypes.  <b>HTML, CSS, JS, PHP, Shopify</b></p>	<p>UX researched video gaming shopping behaviors. Simplified the order process to purchase gaming accessories from Amazon, NewEgg, and Mad Catz.</p> <p>User testing, A/B testing, generated insight reports, user journeys, empathy maps, wireframes, design systems, mockups, and prototypes.  <b>HTML, CSS, JS, PHP, Netsuite</b></p>	<p>UX researched trust behaviors to choose a financial planner and authorization process. Front-end development of financial planner websites and tools: <a href="http://www.fmsgsuite.com">www.fmsgsuite.com</a></p> <p>User testing, A/B testing, generated insight reports, user journeys, empathy maps, wireframes, design systems, mockups, and prototypes.  <b>HTML, CSS, JS, Sitefinity</b></p>

## DESIGNER. UX. UI.

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

## EDUCATION

PLATT COLLEGE - Web Design, UX / UI, Multimedia  
 ACADEMY OF ART SCHOOL - Art, Illustration, UX / UI, 3D