
Ignacio Ospina

Product Designer
New York
7 years of experience

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Work Experience

Product Designer (Contract)

Interactivism

Mar 2024 - Present (1 month)

- Design wireframes to effectively communicate design ideas to stakeholders
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Senior Product Designer

Avvir

Sep 2021 - Nov 2023 (2 years 3 months)

- Led user research by talking to General Contractor Project Managers, VDC [Virtual, Design, and Construction] Managers, and Supers in the construction industry to discover their existing workflows to identify areas of opportunity
 - Partnered with Avvir's Product Managers and Engineering Anchors to assess ideas' feasibility, to prioritize ideas, and to define quarterly roadmaps
 - Facilitated workshops with the internal teams to ensure buy-in and build consensus
 - Designed and tested the usability of new features through low and high fidelity mockups and clickable prototypes
 - Radiated customer learnings to internal teams
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Visualization Designer

Apple

Oct 2018 - Sep 2021 (3 years)

Autonomous Systems at Special Projects Group

- Worked closely with Product Managers and Engineers in designing several complex internal data visualization and logistics apps, for web and iOS experiences
- Developed high level mockups and interactive prototypes to effectively communicate interaction and design ideas to stakeholders, users [Autonomous System Developers], and the apps' development team
- Created and maintained design system to ensure design consistency across design team, and to enable rapid prototyping

UX Research & Designer

Live Love Polish

Oct 2017 - Dec 2018 (1 year 3 months)

- Facilitated design brainstorming, reviews, and workshops with stakeholders
 - Recruited and scheduled study participants, created study scripts, conducted interviews and surveyed 5,000+ customers when identifying human performance and validating design solutions
 - Analyzed customer behavior to understand their user flow and pain points, and identified their needs
 - Created mockups and production-ready designs informed by user research, and validated designs through one-on-one usability studies and interactive prototypes
 - Collaborated with Product Managers and Engineers in coordinating A/B testing efforts on live site; interpreted and incorporated test results into design iterations
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UX Designer (Contract)

Lucid

Jul 2018 - Oct 2018 (4 months)

Venus ET Fleur

- On-site visit & task analysis to understand warehouse logistics and evaluate existing paper, manual, and digital workflows
- Created user flows and detailed use case documents detailing an exclusively digital solution
- Designed, proposed, and tested wireframes with stakeholders for an internal web application to be used by workers on mobile tablets

Arbr Furniture

- Conducted a heuristic evaluation of competing furniture e-commerce websites
 - Created a UX proposal based on the structure of competitor websites and best practices
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User Experience Designer

Observer Media

Jan 2017 - Dec 2017 (1 year)

- Defined the user flow and user interfaces for new and existing Observer Media products and features
 - Built creative, beautiful, and clear designs and prototypes that are now accessible to Observer Media's wide audiences
 - Introduced innovative quantitative research methods such as measuring Net Promoter Scores
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UX Design Consultant

Trace International

Aug 2016 - Jan 2017 (6 months)

- Communicated, defended, collaborated, and built consensus around experience architecture direction with a team of Researchers and Designers
- Advocated research findings to diverse audiences through written reports and in-person presentations

Education

Tufts University

Bachelor of Arts (B.A.) in Japanese, Minor in Multimedia Arts
2012

General Assembly

User Experience Design Immersive, HTML, CSS & Web Design Circuit
2016

Nielsen Norman Group

UX Certified, Interaction Design Specialty
2020

Skills

Annotations, A/B Tests, Design Systems, Facilitation, Prototypes, Storyboards, Surveys, Usability Tests, User Flows, Wireframes

Tools

Adobe Creative Cloud, Convert, Dovetail, Figma, Google Analytics, HotJar, Miro, Mixpanel, Omnigraffle, Optimal Workshop, Sketch, Principle