

Ignacio Ospina

UX Designer

ignacio.ospina@gmail.com

ignacioospina.com

(917) 557-4839

Tools

Sketch
Principle
Omnigraffle
InVision
Google Analytics
HotJar
Convert
Optimal Workshop
Adobe CC
HTML
CSS

Skills

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

Education

Tufts University

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

General Assembly

User Experience Design Immersive
HTML, CSS & Web Design Circuit

Kanazawa University

Student Exchange Program

Nielsen Norman Group

UX Certified



Work

UX Design

Apple

10/2018 – Present Santa Clara, California

Special Projects Group

Work closely with Project Managers and developers in designing various enterprise applications used for logistics

Develop high level mockups and interactive prototypes to effectively communicate interaction and design ideas to stakeholders, users, and development team

Created and continue to maintain design system to ensure design consistency across design team, and to enable rapid prototyping

UX Design & Research (Contract)

Lucid

7/2018 – 10/2018 New York, NY

Venus ET Fleur UX engagement for Roses Arrangement ecommerce client

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

Audit for Furniture ecommerce client

Conducted a heuristic evaluation of competing furniture ecommerce websites

Created a UX proposal based on the structure of competitor websites and best practices

UX Design & Research

Live Love Polish

10/2017 – 12/2018 Long Island City, NY

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

UX Design & Research

Observer Media

1/2017 – 12/2017 New York, NY

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

UX Design & Research

Trace International

8/2016 – 1/2017 New York, NY

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

Graphic Design

Aristotle Circle

2/2014 – 6/2016 New York, NY

Collaborated with Product Development Manager in the visual design of high-end education workbooks for students ranging from Pre-K to high school

Collaborated on visual design of company presentations

Graphic Design (Internship)

Eshave

7/2013 – 12/2013 Long Island City, NY

Collaborated with Art Director on eshave.com's mockups during site redesign

Designed and sent weekly email blasts to customers and distributors