

Jose Arredondo | UX Senior Designer |

PROFILE

I'm a driven and detail-oriented User Experience Designer. I'm always looking for ways to enhance the efficiency of everyday experiences, keeping the user at the core of every solution. Always hungry for knowledge to find out the best tools to provide the biggest impact.

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EXPERIENCE

UX SENIOR DESIGNER | UX ARCHITECT | **INFOSYS** | TEMPE, AZ | JULY 2024-PRESENT

I helped to improve the provider onboarding process for a Healthcare Service Platform that enables businesses to streamline operations and ensure regulatory compliance. By analyzing system bottlenecks and leveraging AI-driven insights, addressed pain points, and boost overall platform efficiency.

UX SENIOR DESIGNER | UX ARCHITECT | **AMERICAN EXPRESS** | **INFOSYS CONSULTANT** | PHOENIX, AZ | APRIL 2023-JULY 2024

Helped the Customer Rewards team migrate their support tools by creating prototypes, mapping user journeys, and offering solutions based on testing data, adding value and resolving pain points.

UX SENIOR DESIGNER | **AMERICAN EXPRESS** | **INFOSYS CONSULTANT** | PHOENIX, AZ | 2020 - 2023

I helped the Card Issuance Team upgrade their card manufacturing toolset, supporting 30+ languages and 50 custom journeys. Working with Product Owners and Developers, we created detailed prototypes and refined user flows, earning praise from Client Leadership. We enhanced the visual identity with custom modules and later assisted other teams, including building interactive iOS prototypes for activating a new NFC payment device in luxury retail.

UX DESIGNER | **CONDUENT** | **INFOSYS** | RALEIGH, NC | SEPTEMBER 2019 — DECEMBER 2019

We helped a Software Development firm build a SaaS white box product for the competitive Insurance Claim market. Working with experienced Product Owners and Developers, we designed a improved solution for the complex Medical and Insurance Claim Process.

EDUCATION

NORMAN ROCKWELL SCHOOL OF ILLUSTRATION, Toluca, Estado de Mexico, Mexico | Licenciatura en Ilustración Gráfica, 2002 | Cédula Profesional: 9622375

RHODE ISLAND SCHOOL OF DESIGN, Rhode Island, RI | Diploma Strategic Design, 2019

SKILLS

UX Architecture | **UX Design** | **UX Prototyping** | **Design System** | Product Design | Project Management | Interaction Design | **AI Assisted Prototyping** | HTML/CSS | Wordpress | Motion Graphics | Graphic Design |

CERTIFICATIONS

Project Management Simplified | Agile Development Practices | Project Management Foundations | AI + Design: John Maeda on "Design Better" | AI Engineering Essentials: Navigating the Tech Revolution | Project Management Simplified | Project Management Foundations | Applied Interaction Design: Onboarding Flow |

EXPERIENCE DETAILED

UX SENIOR DESIGNER | UX ARCHITECT | **INFOSYS** | TEMPE, AZ | JULY 2024-PRESENT

My main focus was enhancing the provider onboarding process within a Healthcare Service Platform, designed to assist partner businesses in streamlining operations and staying compliant with regulations to avoid costly penalties.

In the recruitment module, I collaborated with POs to develop a journey that improved tracking and contacting of potential candidates, enabling prioritization of profiles aligned with business needs. This involved optimizing the tool's flow for enhanced efficiency.

For the onboarding module, I designed UX patterns to improve data input from providers, reducing errors and allowing external users to track their platform journey. The interfaces were made lighter with smart design to minimize cognitive overload while maintaining compliance.

I started by carefully examining system inefficiencies and gathering thorough requirements from both new and existing users. Together, we developed an intuitive visual interface that gently highlighted errors and offered clear, actionable solutions.

This thoughtful approach helped speed up onboarding times and greatly reduced mistakes. I also created flexible AI-driven prototypes that allowed the sales team to easily tailor the platform for each client, demonstrating its versatility.

By introducing customized workflows and refining the design system, we supported quick, high-quality delivery during both design phases and sales meetings. This careful strategy helped secure key clients and strengthened the product's position in a complex market.

Part of my role included collaborating with the Design System Team to enhance the current Figma Libraries, aiming to produce better designs with a smaller memory footprint. Drawing on my knowledge of Figma's capabilities, I supported teams across different regions to work more efficiently and effectively.

I also contributed to the Unified Experience Team's efforts to build report dashboards that assist teams and external clients in using the Platform smoothly by providing the right data to make well-informed business decisions that enhance their market presence.

By applying the BMAD Methodology within Visual Studio and Xcode, and utilizing Claude Code Sonnet 4.6, I enhanced my efficiency in developing iOS apps in Xcode. This approach optimizes token consumption, maintaining it within strict, manageable limits. To further control token usage, we established development roadmaps with defined token consumption caps. This strategic planning enables us to schedule sessions effectively and deliver fully functional, deployment-ready Swift applications in VS and Xcode.

UX SENIOR DESIGNER | UX ARCHITECT | **AMERICAN EXPRESS** | **INFOSYS CONSULTANT** | PHOENIX, AZ | APRIL 2023-JULY 2024

We supported the Membership Rewards team in migrating their customer support tools to a new platform by developing detailed prototypes, user journeys, and persona mappings based on a extensive user testing to enhance efficiency and remove major pain points.

Collaborating closely with Product Owners and Development teams across global locations, we addressed specific user needs over several months, delivering on time and earning leadership praise.

Our process involved analyzing current applications and translating functionality to the new framework while aligning with business goals. We improved user journeys for over 50 apps to equip frontline staff with effective tools. I led the initial prototype translation and helped to coordinate the deployments for Japanese and Mexican markets, centralizing translated strings and ensuring market-specific features were properly translated for the specific context.

Additionally, I contributed to the Traveler Cheques tool upgrade, 1099 MISC tax form solution, and Card Replacement tool launches, working with POs and developers to create detailed, localized prototypes that met international market requirements.

UX SENIOR DESIGNER | **AMERICAN EXPRESS** | **INFOSYS CONSULTANT** | PHOENIX, AZ | 2020 - 2023

In this assignment, I collaborated with the Card Issuance Team to enhance the extensive toolset utilized in the card manufacturing and delivery process. The primary objective was to upgrade the visual framework of a tool designed to cater to all current markets, encompassing over 30 languages and accommodating over 50 custom user journeys that serve specific segments of the entire process while maintaining a consistent approach across all cases.

I engaged in close collaboration with Product Owners, Developers, and Stakeholders to develop several detailed prototypes that comprehensively illustrated the available user journeys. This provided Product Owners and Developers with a comprehensive document to initiate the development of the services that will enable the actual application to function.

Through iterative refinement, we optimized the user journeys, ensuring their exceptional intuitiveness and user-friendliness. This approach received positive feedback from Client's Leadership. The visual identity was derived from the current Client's Visual Library, but adapted to showcase its full potential. As part of the project, several custom modules created for this product were subsequently incorporated into the Client's Visual Library.

Furthermore, the successful completion of this assignment resulted in an invitation to assist other teams in their Enterprise Software endeavors. Notably, we collaborated with a new team on payment device meant for the luxury segment of the brand, we helped to create several interactive prototypes for an iOS application intended for the activation process of this NFC device.

UX DESIGNER | **CONDUENT** | **INFOSYS** | RALEIGH, NC | SEPTEMBER 2019 — DECEMBER 2019

We collaborated with a Software Development company to create a SaaS white box product for the competitive Insurance Claim Process market. By working closely with Product Owners and Developers—industry veterans—we identified their needs and drafted a solution addressing the complex Medical Claim Process.

In addition to a small User Experience team, we developed a comprehensive prototype that covered all user journeys and features. This enabled stakeholders to make informed decisions before development, saving resources and maintaining focus.

Our design system supported multi-user collaboration, ensuring consistency and rapid updates, which pleased the client. Despite tool limitations, we established an efficient workflow to deliver fast, accurate changes based on user feedback.

UX DESIGNER | **AMERICAN EXPRESS** | **GLOBAL APPS INC CONSULTANT** | PHOENIX, AZ | SEPTEMBER 2019 — DECEMBER 2019

In collaboration with the development team, I contributed to the design of the interface for a Stress Server Testing tool, as well as several related companion applications that collectively facilitate the testing process. The primary tool, a Stress Server Simulation tool, operates in conjunction with a Generic User Profile tool to generate simulated traffic, enabling the test to be conducted.

The complexity of the tool was attributed to the extensive number of settings required to construct such testing workflows. Consequently, a significant portion of the User Research was dedicated to identifying areas where the tool could be simplified or eliminated by incorporating additional settings or consolidating common options. During this research, the utilization of pre-built templates was proposed to alleviate some of the most intricate and frequently used settings. Regarding the Minimum Viable Product (MVP), the client opted to utilize these templates, ensuring that even advanced users do not feel excluded. Consequently, we designed an advanced view that encompasses all the detailed settings.

We delivered several iterations of wireframes for analysis and testing, followed by several rounds of interactive prototypes to determine the most optimal approach for delivering the essential features required by the majority of the final users, thereby eliminating nearly all pain points for the MVP. The client expressed their appreciation for the effort and the quality of the deliverables.

UX DESIGNER | **VIRKET GROUP S.A. DE C.V.** | CDMX, MX | FEBRUARY 2018 — JUNE 2018

In this project, we spearheaded the User Experience (UX) design for Alamo Rental Car, targeting the Mexican market on both iOS and Android platforms. Our efforts resulted in the streamlining of user journeys, thereby enhancing the car rental process and ultimately improving customer satisfaction and efficiency.

Furthermore, we provided support to Stadia Suites in refining their website user journeys to differentiate themselves from local upscale competitors. Our objective was to identify key differentiators within a competitive market.

We presented multiple prototypes to stakeholders and conducted testing sessions with users, utilizing insights gained from these sessions to optimize the prototypes. This provided developers with a comprehensive reference for implementation.

We created wireframes, mockups, and UI/UX assets for both web and mobile applications, establishing UX design as the foundational phase of all development projects and promoting a user-centered design (UCD) approach.

WEB DESIGNER | WORDPRESS SPECIALIST | UX DESIGNER | **EL SUR DE ACAPULCO S.A. DE C.V.** | ACAPULCO, MX | JUNE 2017 — DECEMBER 2017

In my role, I was instrumental in the development, testing, and successful launch of a new news website for a traditional media company. This initiative effectively expanded its market reach and attracted new audiences. My responsibilities encompassed the creation of custom, responsive pages and landing pages utilizing WordPress and a visual interface editor. These pages dynamically adapted content and design based on user analytics.

The fully responsive website was designed for universal device compatibility and strategically integrated with Facebook to optimize news promotion and audience growth. This social media engagement provided a crucial service, ensuring users remained informed and connected to their communities. Through continuous analysis of Google Analytics and an internal tool, we refined content delivery, providing leadership with daily data-driven recommendations to navigate the dynamic news media landscape.

By leveraging WordPress's capabilities, I integrated subscription services and personalized mailers, significantly enhancing the subscriber experience and increasing engagement. This comprehensive strategy resulted in an exceptional 300% audience increase within three months, solidifying the news site's position and effectively attracting new demographics through social media and YouTube.

FREELANCE APP DEVELOPER / FREELANCE MARKETING SPECIALIST | **GRUPO GAYOSSO, S.A. DE C.V.** | CDMX, MX | JUNE 2014 TO JUNE 2017

As the lead designer of email strategies for a Mexican funeral company headquartered in Mexico City, our primary objective was to optimize communication channels and provide valuable analytics to our clients. This enabled them to identify the most effective communication methods and determine which market segments respond best to specific messages.

In addition to our email strategy services, we collaborated with a marketing specialist to develop a custom mobile application for the Day of the Dead celebration. This application featured interactive games, promotional activities, and targeted marketing strategies to effectively position the brand within its specific target audience.

FREELANCE APP DEVELOPER | **Grupo Autofin S.A. de C.V.** | CDMX, MX | DECEMBER 2016 to JUNE 2017

Prior to departing Autofin to pursue a new project, I was responsible for designing and delivering the iOS application for iPad for Autoexplora Magazine. During this time, I concurrently provided development services in addition to my regular responsibilities. Following my departure, I continued developing the application and offering services to the company as an external contractor until an internal team was able to assume control of the application and my development responsibilities.

SPECIAL PROJECTS DESIGNER | WEB DESIGNER | MARKETING ANALYST | IOS DEVELOPER |
GRUPO AUTOFIN S.A. DE C.V. | CDMX, MX | FEBRUARY 2012 TO DECEMBER 2016

In my capacity as the primary architect of the company's inaugural mobile strategy, I spearheaded the development of a comprehensive suite of HTML5 interactive applications tailored to various automotive brands. Amidst the fiercely competitive dealership environment, a pivotal objective was to establish a distinctive selling proposition that fostered customer retention and sustained engagement for vehicle purchases and services.

Collaboratively with my team, we meticulously crafted native and web applications for smartphones, with a singular focus on comprehending the prevailing market dynamics and acquiring new clientele while fortifying existing relationships. Strategically, we opted for HTML5 and PhoneGap as development platforms, enabling agile iterations and adaptability to market fluctuations. For specific projects such as the Mazda Interlomas App and Chrysler Elegantes del Valle, I also oversaw the brand validation process and conducted comprehensive training sessions for sales teams at both dealerships.

Although these initial applications primarily served as interactive product catalogs rather than comprehensive solutions, they played a crucial role in securing executive approval for further investment in mobile app development. Our workflow seamlessly integrated Balsamiq for wireframing and HTML5 for interactive mockups, which were subsequently incorporated into the final application builds.

UX DESIGNER | GRAPHIC DESIGNER | **IXPAN S.A. DE C.V.** | CDMX, MX | AUGUST 2011 TO FEBRUARY 2012

Targeting a high-demand market gap in digital compliance, I led the UX redesign for Factura Fácil—an iOS application streamlining government-compliant paper invoicing for local businesses.

By delivering end-to-end user journeys and high-fidelity prototypes, I reduced friction in a complex regulatory workflow and enabled engineering to launch on schedule in a highly constrained market. The user-centric design directly accelerated time-to-value, driving over 20,000 downloads and securing 5,000 paying subscribers within the first 90 days (a 25% conversion rate).

Beyond product design, I partnered with enterprise IT teams using Aura Portal for Business Process Model and Notation (BPMN) to bridge complex backend workflows with intuitive client-facing interfaces. Standardizing on Apple HIG and Android Material Design, I consistently delivered cross-platform UI/UX projects on tight deadlines—utilizing Adobe Illustrator for rapid wire-framing and prototyping alongside Bootstrap and jQuery for seamless developer handoff.

UX DESIGNER | WORDPRESS SPECIALIST | GRAPHIC DESIGNER | **COLEGIO MEXIQUENSE A.C.** | TOLUCA, MX | JANUARY 2011 TO DECEMBER 2011

As an independent contractor, I delivered modern, goal-driven technology solutions to achieve key business objectives. Partnering with the local IT department, I built a WordPress-based platform for a nonprofit to share research with community members and government stakeholders. This solution established an engaging public forum that boosted community outreach, aligned with organizational goals, and helped secure funding for future initiatives.