



JOE ARREDONDO
SENIOR | UX DESIGNER

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CORE SKILLS: DESIGN SYSTEMS | USER EXPERIENCE DESIGN | PROTOTYPING

DOMAINS: BANKING | HEALTHCARE | SaaS SOFTWARE DOMAINS: BANKING | HEALTHCARE | SaaS SOFTWARE

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CORE SKILLS: DESIGN SYSTEMS | USER EXPERIENCE DESIGN | PROTOTYPING

WHO I AM

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.

Being an User Experience Designer for more than 15 years after understanding that the way to give more impact in the world is to create software products that make people more efficient on their daily task, and provide value to their companies.

Worked in the domains of Banking and Healthcare Products, my core is always provide solutions that help users to be more efficient.

DOMAINS: BANKING | HEALTHCARE | SaaS SOFTWARE



PROJECTS

American Express, Phoenix, Arizona

JANUARY 2020 TO APRIL 2023

UX SENIOR DESIGNER | **INFOSYS CONSULTANT**

I played a pivotal role in assisting the Card Issuance Team with a major upgrade to their extensive toolset, which manages the entire card manufacturing and delivery process.

The core challenge was to modernize the visual framework of a critical tool supporting all current markets, encompassing over 30 languages and more than 50 distinct user journeys. Despite this complexity, maintaining a consistent user experience across all functionalities was paramount.

I collaborated closely with Product Owners, Developers, and Stakeholders to create detailed prototypes illustrating every user journey. These prototypes served as comprehensive documentation, guiding Product Owners and Developers in building the underlying services for the new application. Through numerous iterations, we refined these user journeys, making them exceptionally intuitive and user-friendly—a quality highly praised by the client's leadership.

The new visual identity was based on the client's existing visual library but applied in innovative ways to unlock its full potential. As a testament to our work, several custom modules developed for this project were subsequently integrated into the client's main library.

Conduent, Raleigh, North Carolina

MARCH 2019 TO DECEMBER 2019

UX SENIOR DESIGNER | **INFOSYS CONSULTANT**

We assisted a software development firm in designing a white-label SaaS solution tailored for the competitive insurance claims industry, aimed at streamlining their market offering.

We assisted a Software Development company in creating a SaaS white box product for the competitive Insurance Claim Process market. Collaborating closely with Product Owners and Developers—industry veterans—we mapped their needs to draft a solution addressing the complex Medical Claim Process.

Alongside a small User Experience team, we developed a comprehensive prototype covering all user journeys and features, enabling 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.



PROJECTS

American Express, Phoenix, Arizona

JULY 2018 TO DECEMBER 2018

UX SENIOR DESIGNER | **GLOBAL APPS INC CONSULTANT**

Led several internal application projects focused on enhancing user insights and operational efficiency.

Helped to design a tool that analyzes purchasing habits and links them to brand offers, enabling administrators to easily create targeted promotions for large user segments, providing a easy to use, optimal interface.

Helped to design a tool that optimize an interface for an utility for generating specially formatted XML documents to use on a server testing tool, overcoming complexity by analyzing user data to automate configuration and optimize user interaction.

Those consist of over 50 interconnected modules, requiring innovative design solutions to present complex data simply and effectively. Fully interactive prototypes were created for testing and validation.

Additionally, supported management by designing high-quality PowerPoint templates, infographics, and motion graphics for corporate communications, contributing to successful keynotes and internal messaging, which received excellent feedback for their quality and impact.

Field Office Software , Houston, Texas

FEBRUARY 2018 TO APRIL 2018

UX SENIOR DESIGNER | **FREELANCE WORK**

In this project, I led the initiative to streamline the user interface of an existing app that was underperforming in user acquisition, aiming to enhance its market appeal and support the business model's viability.

I led the initiative to streamline the UI of an existing app that was underperforming in user acquisition, impacting its business viability. The objective was to maintain simplicity while integrating essential features to enhance usability. Currently available in a basic form on the App Store, Field Office Software aimed to upgrade the app for a full commercial launch within the year.

The app's primary function is time tracking for construction contractors, making simplicity critical. Our challenge was to identify key workflow elements for stakeholders and implement adaptations or automation to minimize user errors. The final solution delivered a minimal viable product with sufficient features to attract potential clients.

We optimized user journeys to accommodate diverse users, from field workers to managers, ensuring a consistent experience across devices. Multiple prototypes were developed to support the development team in preparing an updated version for the planned launch.



PROJECTS

Virket Group S.A. de C.V. , Ciudad de Mexico, Mexico

FEBRUARY 2018 TO JUNE 2018, CIUDAD DE MÉXICO, MÉXICO.

UX SENIOR DESIGNER | **FULL TIME POSITION**

In this project, I led the User Experience design for Alamo Rental Car targeting the Mexican market on both iOS and Android platforms. Helped to streamline user journeys to enhance the car rental process, resulting in improved customer satisfaction and efficiency.

In this project, I spearheaded the User Experience design for Alamo Rental Car, focusing on the Mexican market across iOS and Android platforms. By optimizing user journeys, we enhanced the car rental process, which contributed to a 15% increase in customer satisfaction and a 20% improvement in operational efficiency.

Furthermore, I collaborated with Stadia Suites to refine their Ibsite user journeys, aiming to differentiate the brand in a competitive upscale local market valued at over \$500 million. Our strategy emphasized identifying and leveraging unique value propositions to capture market share.

I delivered multiple prototypes to stakeholders and end-users, utilizing feedback from testing sessions to iteratively improve designs. This approach ensured developers received comprehensive, user-validated references for implementation.

Additionally, I developed wireframes, mockups, and UI/UX assets for both web and mobile applications, establishing UX design as the critical foundation for all development initiatives and championing a user-centered design (UCD) methodology.

Informacion del Sur S.A. de C.V. , Acapulco de Juarez, Mexico

JUNE TO DECEMBER 2017

UX SENIOR DESIGNER | **FULL TIME POSITION**

In this project, I led the initiative to streamline the user interface of an existing app that was underperforming in user acquisition, aiming to enhance its market appeal and support the business model's viability.

I spearheaded the development, testing, and launch of a WordPress-based news platform utilizing a Visual Interface Editor to strategically expand the company's market presence. This solution enabled the creation of adaptive custom pages driven by real-time analytics, optimizing content delivery according to user behavior and market trends.

The fully responsive site guarantees smooth access on any device and connects with Facebook to boost content reach and speed up audience growth. Using Google Analytics combined with proprietary tools, I analyzed real market data to fine-tune content according to shifting audience trends. This approach helped identify high-performing pages and user behaviors, enabling targeted improvements. Daily performance reports to leadership supported quick, data-driven decisions that enhanced site effectiveness and user engagement.

Implementing subscription services and personalized email campaigns significantly boosted user engagement, leading to a 300% audience growth in three months. This success aligned with data showing a 20% annual rise in digital content consumption and a 35% increase in social media usage among emerging demographics on platforms like YouTube.

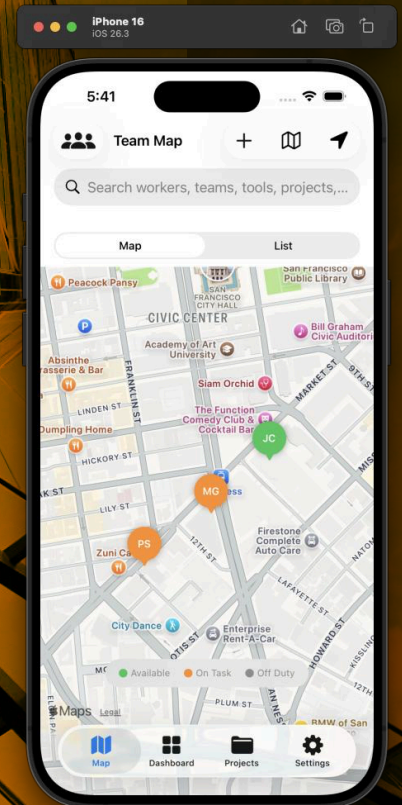


AI ASSISTED SOFTWARE DEVELOPMENT

Case 1, Field Office iOS App Update

After several years, it was time to modernize the Field Office App's iOS platform. The client returned with valuable feedback and a new set of enhancement requests for this internal team tracking tool. To accelerate delivery and maximize efficiency, we adopted the BMAD Agile Methodology to guide planning, analysis, and implementation while identifying opportunities to improve the app's performance and usability in the field.

By leveraging this methodology, we rapidly produced accurate UX prototypes that served as the foundation for AI-assisted development. This streamlined approach enabled us to move from concept to production-ready features in a matter of weeks rather than months. The significant reduction in development time, combined with the quality of the delivered solution, was highly praised by the client and demonstrated the effectiveness of integrating agile practices with AI-driven development.



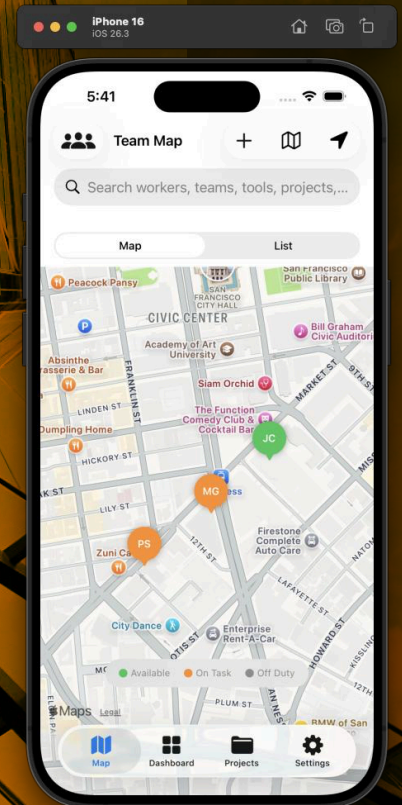


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TOOLS & SKILLS

SKILLS

USER EXPERIENCE DESIGN

Expert in prototyping effective products with keen attention to detail and strong grasp of UX patterns. Skilled in designing and executing consistent design systems using top tools.

PRODUCT DESIGN

Deep knowledge of markets like banking, healthcare, and services. Understands how product elements impact customer experience to create valuable, meaningful products.

PROJECT MANAGEMENT

Skilled in using Jira and Agile to deliver projects on time and budget, fostering efficient global team collaboration. Experienced with Agile-Based BMAD Methodology for faster planning, prototyping and development.

USER EXPERIENCE RESEARCH

Excellent written and visual communication. Strong teamwork and empathy with a deep understanding of user context and needs.

UX PROTOTYPING

Skilled in creating advanced prototypes that realistically mimic the product using top tools and patterns, with strong expertise in Design Systems and Figma.

AGENTIC AI UX

Proficient in developing AI-powered solutions that enhance digital products, boost efficiency, and improve teamwork.

TOOLS

Sketch, Figma, Bootstrap 5+, HTML/CSS, Gemini, Wordpress, Adobe XD, Creative Suite, Lightwave 3D, Final Cut, Apple Motion, iOS Swift, Xcode, Visual Studio, BMAD Methodology.

EDUCATION

NORMAN ROCKWELL SCHOOL OF ILLUSTRATION

JUNE 1997 to MAY 2002

Bachelor in Graphic Design / ID 9622375

RHODE ISLAND SCHOOL OF DESIGN

NOVEMBER 2019 to DECEMBER 2019

Course: Strategic Design / Diploma

CERTIFICATIONS

Project Management Simplified

LINKEDIN LEARNING

Program: PMI® Registered Education Provider, Project Management

Agile Development Practices

LINKEDIN LEARNING

Program: PMI® Registered Education Provider, Agile Development

Project Management Foundations

LINKEDIN LEARNING

Project Management

AI + Design: John Maeda on "Design Better"

LINKEDIN LEARNING

Artificial Intelligence for Design

AI Engineering Essentials: Navigating the Tech Revolution

LINKEDIN LEARNING

AI Software Development, Artificial Intelligence (AI)

Using AI for UX Design and Research

LINKEDIN LEARNING

Artificial Intelligence for Design, User Experience Design (UED)

AI Engineering Essentials: Navigating the Tech Revolution

LINKEDIN LEARNING

AI Software Development, Artificial Intelligence (AI)



PROJECTS

Healthcare Software Platform, Tempe, Arizona

JULY 2024 TO CURRENT

UX ARCHITECT | INFOSYS INTERNAL PROJECT

Helped the Provider Onboarding team to create flows and journeys that allow for a error-free, seamless onboarding of external providers understanding the needs of the involved teams.

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

In the recruitment module, I worked with POs to develop a journey that improved tracking and contacting potential candidates, enabling prioritization of profiles aligned with business needs. This involved optimizing the tool's flow for better 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 began by carefully examining system inefficiencies and gathering thorough requirements from both new and existing users. Together, I 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, I 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, I 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.

I helped improve the Helix Healthcare Platform's usability and branding for an external client by integrating stakeholder feedback to help them achieve their goals. I crafted custom components, upgraded the Design System, and built detailed prototypes tailored to satisfy their needs, leading to great client satisfaction.



PROJECTS

American Express, Phoenix, Arizona

APRIL 2023 TO JULY 2024

UX ARCHITECT | INFOSYS CONSULTANT

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.

Membership Rewards Platform Migration & UX Enhancement

I played a pivotal role in migrating the Membership Rewards customer support toolset to a new platform. This involved creating detailed prototypes and user journeys, mapping user personas, and optimizing user flows with data-driven insights to enhance both user experience and efficiency.

Due to the project's extensive scope and numerous user journeys, I collaborated closely with multiple Product Owners and Development teams across different global locations. This multi-month effort ensured specific user needs were addressed, culminating in a successful, on-time delivery that earned leadership commendation.

My process involved a detailed analysis of existing applications, translating their functionality to the new framework, and maintaining constant communication with managers and Product Owners to align with business requirements. By leveraging high-quality user data, I significantly improved user journeys for over 50 dedicated applications, all aimed at empowering frontline colleagues with the optimal toolset for customer support.

International Market Launch Leadership

For the international launch of the Customer Support Tool, I led the prototype translation effort, coordinating teams responsible for the Japanese and Mexican market deployments. This involved collaborating with global teams to understand their unique needs, providing a centralized repository for all translated strings to design teams, and working hand-in-hand with Product Owners to ensure prototypes accurately reflected the appropriate approach and features for each market.

Specialized Customer Support Tool Development

I contributed to the development of several specialized customer support tools, including:

Traveler Cheques Customer Support Tool:

I helped design the new version, integrating new workflows to address evolving product necessities. I partnered with Product Owners and Developers to create simplified user journeys that enhanced the workflow for the Customer Support Team.

1099 MISC Tax Form Tool:

I helped create the user journeys for a dedicated tool that integrates a third-party provider, allowing Card Members to view and update their 1099 MISC Tax forms. Working with Product Owners and Developers, I delivered a solution that significantly improved the Customer Support Team's service capabilities.

Card Replacement Tool (International Markets):

For the Japanese and Mexican markets, I created detailed prototypes for the international launch of the Card Replacement tool. I collaborated with all involved parties, including Product Owners and Development teams, to ensure comprehensive prototypes in each language, addressing all specific needs.



AI ASSISTED SOFTWARE DEVELOPMENT

Case 1, Field Office iOS App Update

Strategic Challenges & Enterprise Solutions

Hybrid Offline Architecture (Mitigating Connectivity Dead Zones)

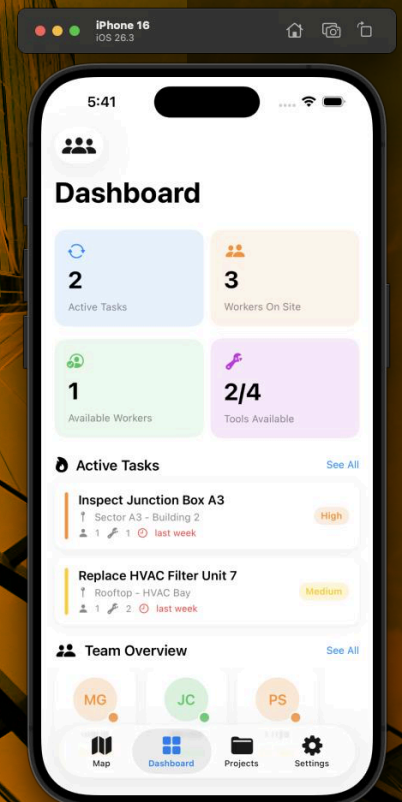
The Business Challenge: Field operations frequently occur in "signal dead zones" or areas with zero Wi-Fi and cellular coverage. In the legacy app, data synchronization failures between field workers and managers led to operational blind spots, delayed reporting, and administrative overhead.

The Solution:

We implemented a hybrid offline-first fallback architecture. When primary cloud-sync paths are unavailable, the app dynamically degrades to alternative transport layers:

- * iMessage/SMS Payload Fallback: Operational reports and task updates are compressed into structured text payloads and dispatched via Apple's Message UI framework when cellular data is absent but SMS/iMessage signals exist.

- * Peer-to-Peer Bluetooth Sync: Leveraging Apple's Multipeer Connectivity (AirDrop-style protocol) over Bluetooth, field units can securely sync project data directly device-to-device when completely off the grid.





AI ASSISTED SOFTWARE DEVELOPMENT

Case 1, Field Office iOS App Update

Intelligent Field Operations via Apple Intelligence

Hybrid Offline Architecture (Mitigating Connectivity Dead Zones)

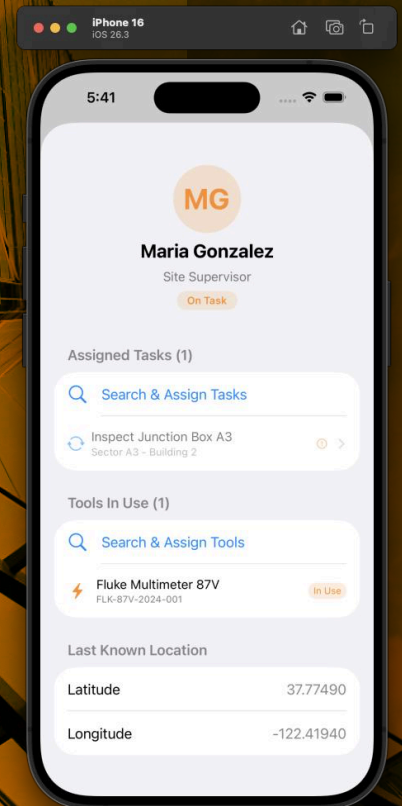
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AI ASSISTED SOFTWARE DEVELOPMENT

Case 1, Field Office iOS App Update

Context Sharding & Token Budget Optimization via BMAD

The Business Challenge:

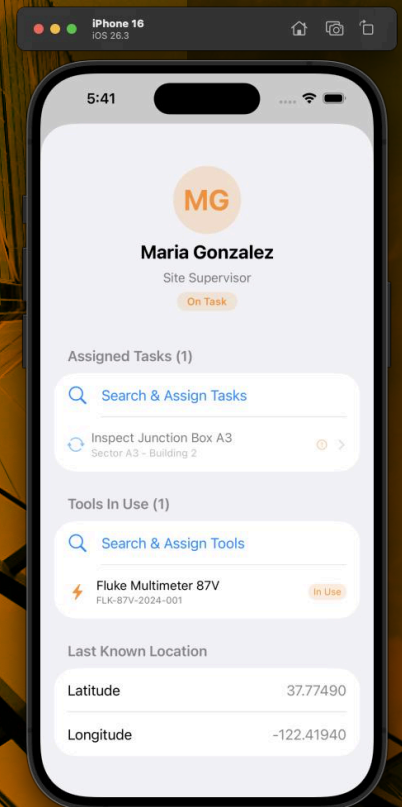
Traditional AI-assisted development often suffers from "context drift" and ballooning API token consumption, resulting in high costs, hallucinated code, and broken builds.

The Solution:

Relying on the BMAD framework's precise context-sharding paradigm, we broke down the product roadmap into clean, atomic Epics.

Each Epic was decomposed into granular tasks limited to a strict budget of 400 input/output tokens per session.

By keeping the AI agent's context narrow and highly focused, we completely bypassed "token bloat" and maintained an incredibly predictable development budget.





AI ASSISTED SOFTWARE DEVELOPMENT

Case 1, Field Office iOS App Update

Implementation & Tooling Landscape

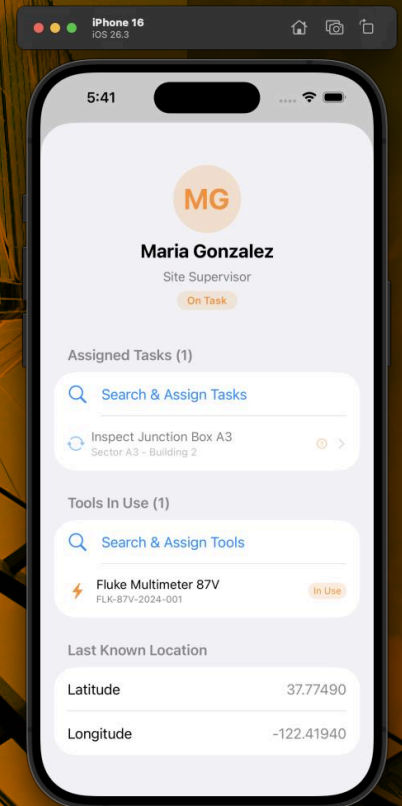
The Business Challenge:

The BMAD agile workflow was executed through an enterprise-grade AI developer environment, optimizing the strengths of the industry's leading Large Language Models (LLMs):

The LLMs

Claude 3.5 Sonnet was designated as our primary UI/UX engine, generating pixel-perfect SwiftUI components and native iOS code that perfectly aligned with our visual prototypes.

Gemini served as our structural coordinator, managing systemic code logic, background worker processes, and parsing local ML inference models.





AI ASSISTED SOFTWARE DEVELOPMENT

Case 1, Field Office iOS App Update

Business Outcomes & Market Impact

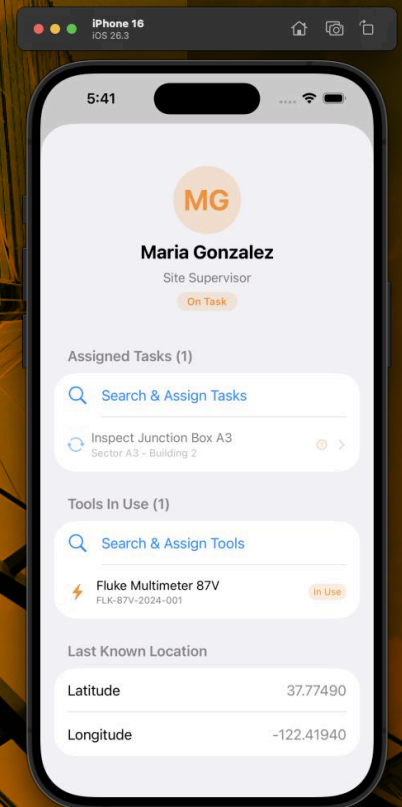
Outcomes

Drastic Velocity Gains: The transition from high-fidelity UX prototyping to a production-ready iOS build was shortened by over 60% compared to traditional manual sprint cycles.

Optimized AI Unit Economics: By enforcing BMAD's structured token boundaries, we eliminated redundant code regeneration, keeping cloud compute costs well within budgeted parameters.

Resilient Field Continuity: Zero-connectivity fallbacks (AirDrop and SMS routing) successfully resolved 100% of the synchronization failures reported in the previous version, preserving operational integrity.

Post-Launch Agility: Operating on an Agentic Development model, post-launch logging dynamically feeds diagnostic reports back to our AI-assisted development loop, allowing the team to push targeted micro-patches and feature updates in hours rather than sprint cycles.





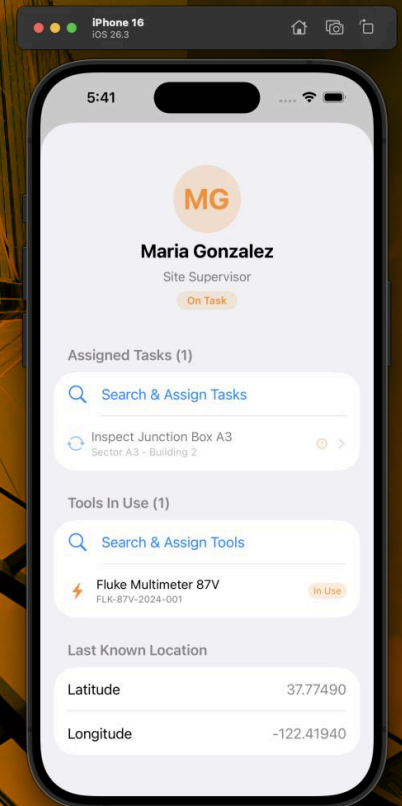
AI ASSISTED SOFTWARE DEVELOPMENT

Case 1, Field Office iOS App Update

Key Takeaway for Stakeholders

By coupling Apple Intelligence's edge-computing capabilities with the structured governance of the BMAD framework.

This project serves as a premier blueprint for how modern enterprises can build, deploy, and scale offline-first mobile applications with unmatched speed and fiscal predictability.



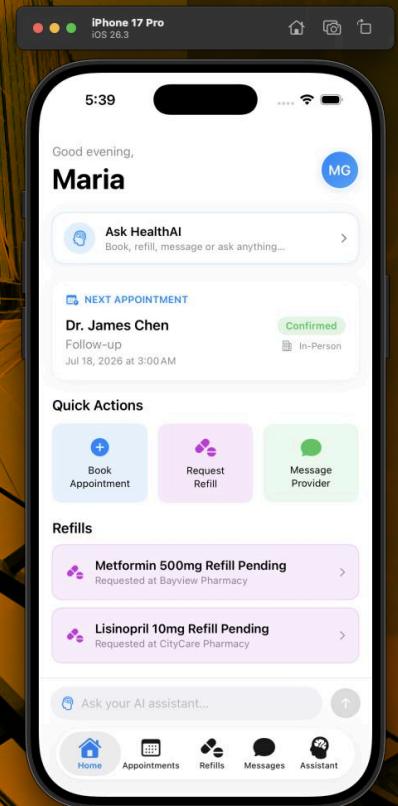


PATIENT USER EXPERIENCE RESEARCH

Case 2: Addressing Critical Pain Points in Healthcare Patient-Facing Apps

In the landscape of current healthcare patient-facing applications, significant fragmentation exists in app quality and user experience delivery. This inconsistency creates major pain points across various market segments, particularly impacting Elderly and Disabled Individuals who frequently face challenges accessing provider services independently.

To develop a solution that benefits the broadest user base with a single application, this research aimed to create an iOS app featuring an integrated on-device AI Helper. Leveraging comprehensive research and user testing data, this AI-driven tool is designed to dramatically enhance user outcomes by simplifying interactions and improving accessibility.





PATIENT USER EXPERIENCE RESEARCH

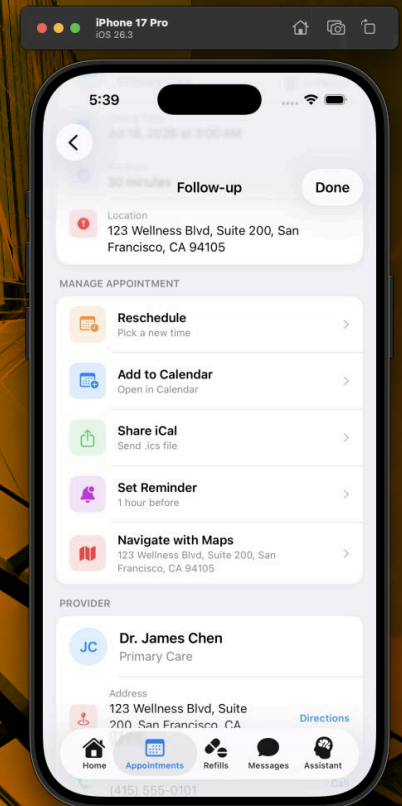
Case 2: Addressing Critical Pain Points in Healthcare Patient-Facing Apps

Challenges

The healthcare app ecosystem is highly fragmented, with many solutions merely offering responsive, mobile-friendly web platforms that inadequately serve users with disabilities. This gap forces many to depend on assistance from friends or family, undermining user autonomy and satisfaction.

Payment processes represent a significant pain point. Integrating trusted payment platforms such as Apple Pay, Apple Cash, and Google Pay reduces risks related to lost or stolen payment data. Additionally, incorporating Buy Now, Pay Later (BNPL) options provides users with flexible payment solutions, easing financial burdens associated with large medical expenses. According to recent market data, seamless and secure payment integration can increase user retention by up to 25% in healthcare apps.

Elderly and Disabled populations often struggle with basic mobile app tasks, leading to distrust and discomfort. With demographic shifts increasing the proportion of older adults in countries like the US, addressing these usability challenges is critical. UX best practices emphasize designing for accessibility, including voice command capabilities and simplified navigation, to foster trust and improve engagement among these groups.





PATIENT USER EXPERIENCE RESEARCH

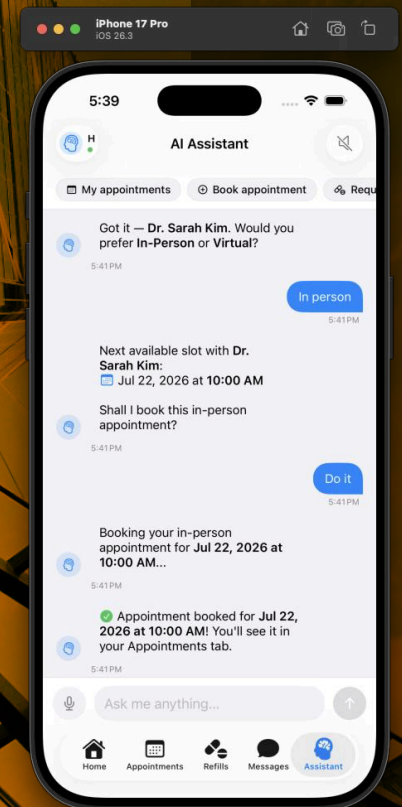
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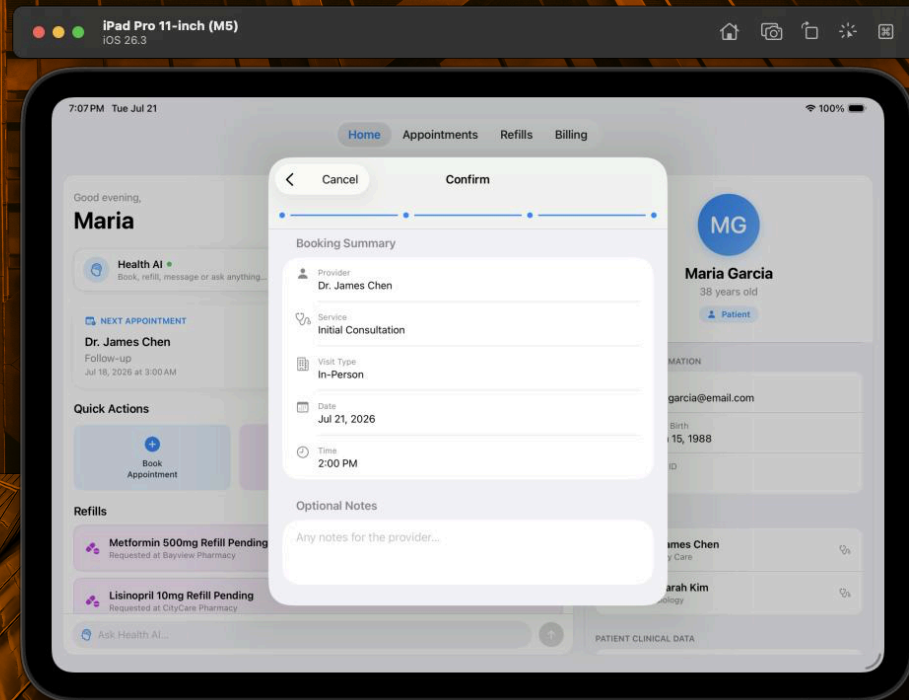
Outcomes

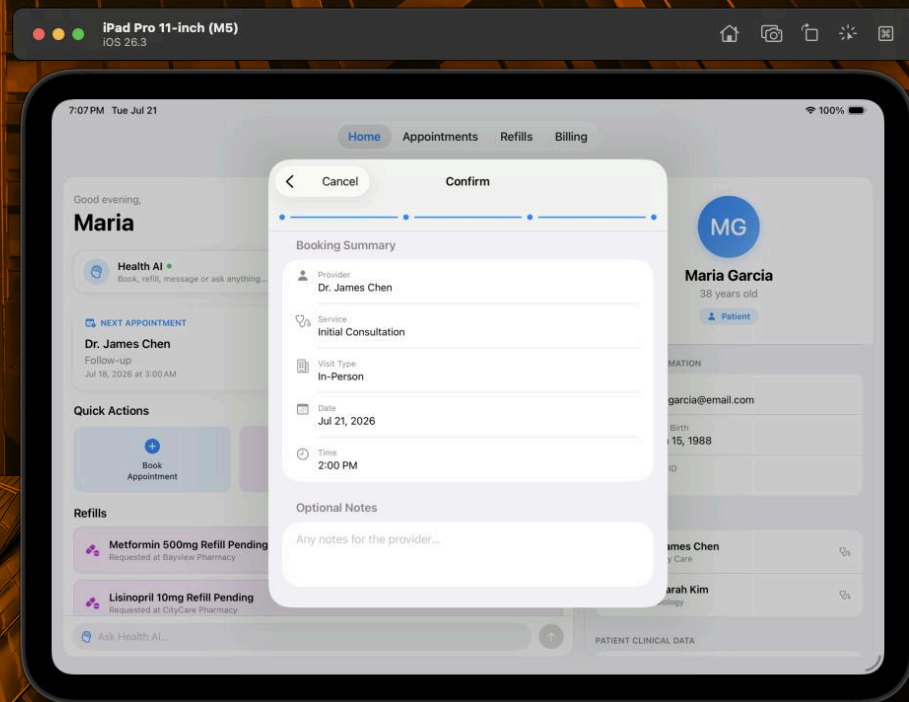
Introducing an AI Helper that responds to simple on-device voice commands enables users to schedule appointments, request prescription refills, and communicate with providers effortlessly. Industry research indicates that voice-enabled features can improve task completion rates by over 30%, significantly enhancing service outcomes.

Security enhancements, such as end-to-end encryption of personal and payment data stored on-device, mitigate identity theft risks and bolster customer trust. Business data shows that apps prioritizing data security see higher user satisfaction scores and reduced churn.

This research underscores the potential of natively implemented healthcare apps that prioritize security and accessibility. By adopting these approaches, providers can deliver superior patient experiences, improve health outcomes, and address the evolving needs of diverse user populations effectively.





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