

Jose Eduardo

UX Senior Designer
UX Architect



Jose Eduardo Arredondo Delgado

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SKILLS

USER EXPERIENCE DESIGN

My expertise lies in prototyping highly effective products and a sharp eye for efficient, detailed design. I bring a comprehensive understanding of the entire design process, from initial concepts to meticulous final execution. I'm adept at identifying creative and alternative solutions that account for all possible user scenarios.

USER EXPERIENCE RESEARCH

I possess **excellent written and visual communication skills**, alongside a strong aptitude for **collaboration and teamwork**. My approach is rooted in **empathy for diverse groups and settings**, allowing me to deeply understand user motivations and context. I'm proficient in utilizing various **tools and platforms for effective user research**.

UX PROTOTYPING

Strong skills to create advanced and detailed product prototypes

SOFTWARE

- Sketch
- Figma
- Bootstrap 5.0 and Up
- Wordpress
- Adobe XD
- Adobe Creative Suite
- Lightwave 3D 9.6
- Apple Final Cut
- Apple Motion

As a recent RISD cohort member and a dedicated graphic designer from the last 20 years, I love to help to create products and software interfaces that effectively communicate with its users, and help them to achieve success in their everyday life tasks.

For over 10 years I was just a curious graphic designer that somehow got his hands into interactive software via Adobe/Macromedia Flash and later with Hype For Mac, and helped to create several interactive software pieces such as a Digital Library and few interactive training courses for a pharmaceutical company in the early 2010's.

Coming from a country that is unforgiving for those who are not willing to adapt to change, I have learned since the beginning that the only way to keep moving forward is to always keep learning.

I love learning how people think and behave, and I leverage research to design user - centered products and experiences which solve both user and business problems. My process is hands-on, collaborative, and iterative.

Although I have a holistic view of user experience design, I am most focused on rapid prototyping, interaction design, user research, and usability testing.

I am truly focused on solving communication problems in creative ways, always looking to give unique solutions to problems that are not easy to approach.

EXPERIENCE

INFOSYS LIMITED / UX ARCHITECT

JULY 2024 - CURRENT, TEMPE, ARIZONA

As Infosys Consultant I was assigned to several clients and projects, like American Express and Conduent, in several internal client projects.

Hand by hand working with Client Product Owners, Managers and Developers to understand, and address their specific project needs, and by providing the high level of expected service, i was able to be assigned to more internal projects due the quality of the deliverables and the ability to deliver fast and precise, which was praised multiple times by the client's leadership, being available to any challenge that the workplace demands.

Helped an internal team to develop and improve the onboarding process for the customers of an internal platform meant for the healthcare industry, providing better and more efficient ways to deliver prototypes for multiple brands for development and marketing purposes.

Working with several teams all over the world, understanding their needs to be able to provide the required service, as User Experience Designer I was able to provide deliverables that helped all teams to achieve their goals.

We keep constant touch with all stakeholders and product owners from client site to be able to provide the best solution in each case, with them we worked each app wireframes and high fidelity prototypes and developed detailed user flows to represent each step in each app process in a very detailed way, until all the client requirement was properly captured, providing the proper deliverables in each case based on the specific need.

HEALTHCARE SOFTWARE PLATFORM / UX SENIOR DESIGNER

OCTOBER 2024 TO CURRENT, TEMPE, ARIZONA

My core assignment was to transform the provider onboarding experience within a Healthcare Service Platform, designed to empower businesses to optimize operations and ensure regulatory adherence, preventing costly penalties.

I started by deeply understanding the existing system's bottlenecks. Recognizing the critical role of provider onboarding, I focused on meticulously gathering requirements from both new prospects and current users. We then designed and implemented an intuitive visual language that proactively alerted users to errors in context and provided immediate, actionable solutions. This led to a substantial improvement, allowing users to onboard providers faster and with significantly fewer errors.

Crucially, I developed dynamic prototypes that equipped the sales team to rapidly tailor the platform to individual client specifications, powerfully illustrating the product's customizability. By creating a specialized workflow and leveraging a custom UI Kit, we ensured swift, high-fidelity delivery throughout the sales process. This strategic

enablement resulted in the successful acquisition of key clients, profoundly elevating the product's influence in a highly competitive landscape.

AMERICAN EXPRESS / UX ARCHITECT, INFOSYS CONSULTANT

APRIL 2023 TO JULY 2024, PHOENIX, ARIZONA

In this Assignment, we helped the Membership Rewards team in the process of migrate their current customer support toolset to a new platform, by creating detailed prototypes and user journeys, mapping user personas and user flows, with the support of user data to enhance the experience and efficiency, to provide the right solution.

Because of the scope and the amount of user journeys needed in this application, we have to work hand by hand with several Product Owners, and Development teams in different locations to properly address the specific needs of each user journey, in a effort that took several months and work hours, but in the end we were able to deliver on time, an effort praised by the leadership.

The process involved the analysis in detail of the current applications and translating its functionality to the new framework, keeping close contact with the managers and product owners to understand the business needs. By leveraging high quality user data we were able to vastly improve the user journeys for over 50 different dedicated apps, all with the goal of providing the frontline colleagues with the right toolset to support the company customers.

As part of the launch of the Customer Support Tool for the international markets, i led the Prototype Translation Effort and coordinate the teams in charge for the Japanese and Mexican Market deploy on that matter, working with teams all over the world to know their needs, helped designer teams by providing a centralized location for all translated strings and worked hand by hand with the POs to make sure the prototypes reflect the right approach and features for every market.

Helped the Traveler Cheques Team with the new version of their Customer Support Tool, which feature new workflows meant to service the new necessities of this iconic product, worked with the POs and the Developers to create new user journeys that simplify and enhance the workflow for the Customer Support Team.

Helped to create the journeys of the 1099 MISC, a dedicated tool that mix the services of a 3rd party provider to allow Card Members to view and update their 1099 MISC Tax form, we create a detailed prototype and hand by hand with the POs and Developers, helped to deliver a solution that helped the Customer Support Team to improve their service.

Helped the Card Replacement Team to create detailed prototypes for the international market launch for the Japanese and Mexican Markets, worked with all involved parties to create detailed prototypes in each

individual language. Worked with the POs and Development teams to make sure all needs were covered and properly addressed.

AMERICAN EXPRESS / UX SENIOR DESIGNER, INFOSYS CONSULTANT

JANUARY 2020 TO APRIL 2023, PHOENIX, ARIZONA

In this assignment, helped the Card Issuance Team on the process of upgrading the extensive toolset used on the card manufacturing and delivery process. The challenge was to upgrade the visual framework of a tool that was meant to service all current markets with over 30 different languages, with over 50 different custom user journeys that service specific parts of the entire process but that had to keep a consistent approach in all cases.

Worked hand by hand with Product Owners, Developers and Stakeholders to create several detailed prototypes to illustrate at detail all the user journeys available so the Product Owners and Developers had a detailed document they can use to start building the services that will make the actual application work.

Through several iterations, we refined the user journeys and made them extremely intuitive, easy to approach, something that was praised by Client's Leadership. The visual identity was based on the current Clients Visual Library, but used in ways that allow it to show its true potential, and as part of the project, several of our custom modules, created for this product, were then added to the clients library.

Also, thanks to the good work and results, we were invited to help several other teams on their Enterprise Software endeavors, and one of them, a brand new payment device, we helped to create several interactive prototypes for an iOS app meant for an activation process of this NFC device meant for the Luxury Retail environment.

The Financial Institution was looking to increase the use of their payment network, and they went into a partnership with a Luxury Brand to create a new NFC based payment device, a leather fashion wearable.

The success of the project was extremely important, so, to avoid any issues with the development, we created a very detailed interactive prototype that was used for testing and training purposes, so, when the app was ready and approved, all users would be ready, saving time and money on this very expensive endeavor. With the help of the development team and Product Owners we were able to conduct a very detailed user experience research to make sure the process inside the app was simple enough and fast, so the support issues can be kept at minimal.

In the end, the Luxury Brand implemented the Leather Wearable as part of their in-store activation process and is currently going live in several markets all around the world.

CONDUENT / UX SENIOR DESIGNER, INFOSYS CONSULTANT

MARCH 2019 TO DECEMBER 2019, PHOENIX, ARIZONA

In this assignment, we helped a Software Development company in the process of creating a white box product meant for the Insurance Claim Process Industry that will be released as a SaaS Software for this very

competitive market.

Worked together with Clients Product Owners and Developers to properly map their need and expectations, and since most of them, were veterans of the industry, their knowledge in this area proved to be invaluable at the moment to start drafting the solution that will serve the myriad of steps that are part of a Medical Claim Process.

We created, together with a small team of User Experience Designers, a full scope prototype that covered all expected user journeys and functionalities that helped the stakeholders to make choices and decide on each of the required features before the development step took place, saving resources and keeping the different teams focused on the goal.

The design system created for this tool, was based on a simple yet effective solution for multi user, team wide work that allowed the designers to work side by side in each of the areas while keeping the prototype consistent and quick to redeploy, which made the Client very satisfied.

The fast speed of the changes needed based on the interactions with potential customers and users meant that the design system had to be flexible yet powerful, and even when the tool used for that was not ready for collaborative work, we created a workflow that allowed the team to deliver fast and on time, with minimal errors.

AMERICAN EXPRESS / UX SENIOR DESIGNER, GLOBAL APPS INC CONSULTANT

JULY 2018 TO DECEMBER 2018, PHOENIX, ARIZONA

In this project I was in charge of two internal application projects, the first, a tool to provide with insights about users purchasing habits and linking such habits with offers, allowing administrative users to create targeted promotions for a large number of users in an easy to use way, the second app was an internal utility designed to create specially - formatted xml files to use with an internal tool, this app was a big challenge due to the fact that the xml file has so many options and every option needs to be configured at some point, the challenge was through analysis of users data, choose the parts of the app that need to be automatically added and which ones to display to the user.

Every app is composed of at least 50 different modules that interact with each other, so we need to find creative ways to allow that much information in a reporting screen in a simple yet usable way. For both projects fully clickable prototypes were created to demo the ways the real app will work for testing purposes.

Also assist the managers with the creation of powerpoint templates, infographics and motion graphics for the use of multiple areas in their communications efforts, such elements were used in corporate keynotes and diverse communication needs inside the company.

Very good input was received on such efforts due to the level of quality we put in the final arts.

FIELD OFFICE SOFTWARE / UX SENIOR DESIGNER, FREELANCE WORK

FEBRUARY 2018 TO APRIL 2018, HOUSTON, TEXAS

In this project I was in charge of simplifying the UI of this already existing

app, which was struggling to find enough audience to justify the business model.

They want to keep it simple but add some features really needed to improve the usability. The App itself exists in a simple form in the App Store, and the guys at Field Office Software want to improve this app for a full commercial launch later that year.

The main goal of this app was to provide a time tracking tool for construction contractors, so the level of simplicity was extremely important. The challenge was to understand which parts of the flow were important for stakeholders and which ones needed to be adapted or automated to avoid user errors. In the end, the proposal succeeded in delivering a minimal viable product with enough features to attract potential customers.

We worked to optimize the user journeys and make them usable for a wide variety of users, from field workers to managers while keeping the experience consistent at all devices. We delivered several prototypes that helped the development team to have an updated version ready for launch later that year.

VIRKET GROUP S.A DE C.V. / UX SENIOR DESIGNER, FULL TIME EMPLOYEE

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

In this project we were in charge of the User Experience of the Alamo Rental Car for the Mexican market, in both iOS and Android, designed and optimized the user journeys to simplify the process of renting a car.

Also, helped the team with the user journeys of a Stadia Suites website, which were experiencing fierce competition with the local upscale brands and were looking for a key differentiator that would make them stand up in a very crowded market.

Presented several prototypes for the Stakeholders and Testing Users to interact, and using the data in the testing sessions we optimized the prototypes so the developers had a compelling solution to use as reference for development.

Produced wireframes, mockups, and UI/UX art assets for both web and apps, established UX design as the first stage of all Web and mobile application developments, instituting a user-centered design (UCD) approach.

INFORMACION DEL SUR S.A DE C.V. / UX DESIGNER, WORDPRESS DEVELOPER, FULL TIME EMPLOYEE

JUNE TO DECEMBER 2017, ACAPULCO DE JUÁREZ, GUERRERO, MÉXICO.

In this project we helped to develop, test and launch the news site for the company to new audiences, and to create a market for this traditional media company using Wordpress and a Visual Interface Editor to create custom pages and landing pages that adapted to the content and to the users based on the analytic data we obtain every second.

Using Wordpress and a Visual Interface Editor solution, we developed a fully responsive site, compatible with all devices and integrated it with

Facebook to promote and gain an audience by pushing news on this platform. Social Media allows us to reach new audiences and provide a service that allows users to keep them engaged while being aware of their community issues.

Using Google Analytics and an internal Analytics tool, we modeled the contents to adapt dynamically to the preferences of the audience and were able to give daily reports to the leadership to adapt to the ever changing news media world.

Using the strength of the Wordpress platform, we integrated subscription services and delivered custom mailers for the subscribers to enhance their experience and to keep them engaged, with this we were able to grow the audience by 300% in just 3 months making this already relevant news while targeting new audiences on social media and youtube.

**GRUPO AUTOFIN S.A DE C.V. / SPECIAL PROJECTS DESIGNER
/ WEB DESIGNER / MARKETING ANALYST / IOS DEVELOPER,
FULL TIME EMPLOYEE**

FEBRUARY 2012 TO DECEMBER 2016, CIUDAD DE MÉXICO, MÉXICO.

In this company I was in charge of creating the first mobile strategy for the company, by developing several HTML5 interactive apps for several brands of the company. As a Car retailer they got many car dealers under the hood and the fierce competition from the agencies of the same brand owned by other companies make Autofin need to create a true differentiator that makes clients that buy cars from them come back for more products and services.

With this in mind, we develop several native mobile apps and web app for smartphones that will help to, at first, understand the current market and find ways to capture new clients, while keeping the current ones. We choose HTML5 and Phoneygap to create these first apps, that will allow us for quick changes to adapt to the changes of the market. As for the Mazda Interlomas App and Chrysler Elegantes del Valle, since brand guidelines must be followed and brand -approved prior final launch- we help with the brand validation process and training for the sales floor users on both car dealership agencies.

They were mobile interactive product catalog and not full feature apps but help us to convince the board that more and better apps are needed. For these apps we use balsamiq mock-ups for the wireframes and HTML5 for the interactive mock-ups, then this HTML5 was reused for the final apps.

**IXPAN S.A DE C.V. / WEB DESIGNER / UX DESIGNER, FULL
TIME EMPLOYEE**

AUGUST 2011 TO FEBRUARY 2012, CIUDAD DE MÉXICO, MÉXICO.

With this company I helped them to develop their first responsive website in HTML5, meant to attract new customers for this former small consultancy IT service and provide marketing materials for social networks.

We helped with the User Experience of a iOS app called Factura Facil

that was targeting a professional need of the local market, the need of create paper invoices with very specific government requirements, and provide with detailed user journeys and prototypes to help the development team to launch on time on a market that was really difficult at the time. In 3 months we got over 20,000 downloads and 5,000 paid users.

In this company we also worked closely with the IT team, at the time we were using Aura Portal for their modeling process and thus we helped them to create several UI/UX projects for the company clients. They keep strict delivery times for all the apps parts, we must adhere to several construction guidelines built over the Apple HiG and Android Human Interface Design guides, usability was a must.

At the time we use Adobe Illustrator for the wireframing and prototyping, while bootstrap and jQuery mobile for the Interactive mockups meant for testing, as for the final Phoneygap apps, we use pure HTML5 and CSS/JS and a PHP server scripting to make it work.

EDUCATION

NORMAN ROCKWELL UNIVERSITY / BACHELOR IN GRAPHIC DESIGN AND ILLUSTRATION

JUNE 1997 TO AUGUST 2002 , TOLUCA, ESTADO DE MÉXICO, MEXICO

Earned my bachelor's degree in graphic design and illustration in 2002, and specialized in interactive design.

RHODE ISLAND SCHOOL OF DESIGN/ CENTER FOR COMPLEXITY / COHORT IN STRATEGIC DESIGN

NOVEMBER 2019 TO DECEMBER 2019 , PROVIDENCE, RHODE ISLAND, UNITED STATES.

4 week Training on Strategic Design provided by a joint venture between the RISD Center for Complexity and Infosys in Providence DC.

PROFESSIONAL SUMMARY

20 YEARS EXPERIENCE

in Graphic and Visual Design and related areas, creating & engaging customer experiences in both desktop and mobile apps, print media and digital applications such social media, motion graphics and infographics.

15 YEARS EXPERIENCE

with wireframes, mockups, and UI/UX art assets for both web and apps using Adobe Illustrator and dedicated apps Sketch, Figma, Invision, etc. in both desktop and mobile apps, wide experience with corporate clients and their custom internal tools.

15 YEARS EXPERIENCE

using HTML4 and HTML5 to create apps and websites focused on responsive design 6 years of experience using Bootstrap 3 and 4 to create apps and websites focused on responsive design.

10 YEARS EXPERIENCE

in Motion Graphics using Adobe Flash, Apple Motion and Autodesk Combustion

10 YEARS EXPERIENCE

managing diverse teams - designers/developers/ marketers - to meet deadlines and project objectives, understanding members abilities and skills to improve the products and services.

9 YEARS EXPERIENCE

creating interactive mockups in HTML5 using Hype for Mac for testing and user interaction analysis.

7 YEARS EXPERIENCE

working with US clients.

5 YEARS EXPERIENCE

in user research and user data analysis to improve conversions - goal completion - in apps, UX/UI and Marketing Applications using tools such as AppSee, Google Analytics for web and apps and Comscore Tools to improve user conversion.

5 YEARS EXPERIENCE

Using Figma for detailed Interactive Prototypes

