

# LJ Tirado

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(801) 940-8586 / Saint George, UT

UX / UI Design

Product Designer



ljtirado.com

## About Me

Product Design professional with a strategic mindset, extensive user-centered design skills and diverse technical background. I have been in the field of UX/UI for six years.

## Professional Experience

### Companies

Trad Digital (4 years)

Boomr App (2 years)

Get Success (1 year 3 months)

GrubPass App (3 months ongoing)

FourSteps (6 months)

Newman Construction (4 years)

Priority Home Builders (4 years)

US Bank (2 month)

Limo Inshrines (3 month)

## Core Skills

### UX & UI Design

Figma, XD, Adobe Creative Cloud, 2D Design, User Testing, User Research, User Journeys, Wireframes, Prototyping.



### Front-end Development

HTML, CSS, PHP, WebFlow, Visual Studio Code.



### Video & Photos

Adobe Creative Cloud, Final Cut Pro, Blender, Story-bonding, Lighting.



## Education

### Weber State University

Business 2016

### CareerFoundry

UX Design 2019

## Recommendations

Brad Owen

Get Success  
(435) 313-9990  
sevenbs@gmail.com

Nephi Casuga

Boomr App  
(808) 640-7219  
nephicasuga@gmail.com

Jimmy Choi

US Bank  
(801) 870-2711  
cjimmychoi@gmail.com

## Case Studies link

[ljtirado.com](http://ljtirado.com)

### **Trad Digital**

UX designer focuses on brand goals, agile software development cycle, work closely with stakeholders and delivery teams to create clear, engaging and scalable human centered design solutions, guiding the project from problem statement to launch. I collaborated with engineers, designers, project managers, and stakeholders when executing projects.

### **Boomr**

Helping build this startup was where I first discovered the importance of UX design. I conducted user research, prototyping, and high-fidelity designs with testing and iteration. I worked on complex workflows and was in charge of marketing.

### **Get Success**

With this company I recreated websites for different companies to modernize them and improve the usability of each program. It was at times difficult to work with certain stake holders who were fond of their old designs. I would conduct user research by communicating with their current users, and presented the findings that proved the recreated designs to be more effective.

### **GrubPass App**

I helped this company rebrand, and conducted user testing and build a design system.

### **FourSteps**

I was hired to redesign their entire website and program.

### **Newman Construction**

I was hired to redesign their entire website, as well as the process they used for hiring new employees. I also designed their new logos and flyers, and helped them with their branding.

### **Priority Home Builders**

I was hired to improve the experience of their homebuyers. I conducted meetings with the stake holders and performed user research through studying analytics on their website as well as interpersonal communications with their past home buyers. I also helped them with their branding by redesigning their logos and web pages.

### **US Bank**

I was hired to help them increase their conversion rate. I created a prototype of a redesigned hero section of their landing page.