

Efren Diaz

Portfolio <https://efrendiaz.com> | [LinkedIn](#)

818 388 6343 | mefren64@gmail.com

WORK EXPERIENCE

Moment Studio, Remote

UX/UI Designer, Feb 2022 - Present

- Align client feedback to change the product as needed to their business goals using A/B testing.
- Communicate with the project manager in a timely manner about the project timelines and deadlines.
- Collaborated with design teams to create user flows, sitemaps, wireframes, high-fidelity screens, and user-centered prototypes for stakeholders and development teams.
- Utilize UX and UI best practices to translate research findings into high-quality solutions through wireframes while revamping website landing pages and navigation menus.

T-Mobile, Burbank, CA

Store Manager, Jan. 2019 - Jan. 2022

- Implement leadership-driven modeling behavior for 12 sales associates, resulting in a 25% improvement over customer servicing.
- Gain strong communication skills and create a supportive environment by training and recruiting five sales associates for new TV streaming.
- Conduct effective behavior-based sales huddles daily with the team to focus on the behaviors that would convert to sales.

Spectrum, Remote

Sales Manager, Feb. 2017 - Jan. 2019

- Gain strong work ethics and project management skills by overlooking 15 sales associates on their daily revenue.
- Actively monitor key performance metrics of the sales team, identify challenges, and create new solutions.
- Earn recognition for increasing sales revenue by 10% in the first 90 days.

EDUCATION

Avocademy

UX/UI Foundations

Cal State Northridge, Northridge

B.S Marketing

SKILLS

Design: Canva, Figma, Invision, Adobe XD, Jira, User testing, Mood Boards, Personas, Rapid Prototyping, Sitemaps, Wireframes, Branding, Typography, Prototyping,

Research: User Research and Strategy, User Interviews, Informational Architecture, Usability Testing

Tools: Figma, Adobe XD, InVision, Marvel, Whimsical, Jira, Condens, Heap, Gainsight PX, Mode, Adobe Creative Suite, Visual Design, User Research, Microsoft Office

Soft Skills: Communication, Strong Work Ethics, Positive Attitude, Multi-Tasking, Consistent, Creative, Teamwork, Positive, Problem-solving, Project Management, Agile Mindset, Flexible, Photoshop, Team Player, Team Focused, Machine Learning, Collaboration