

Efren Diaz

UX Designer

mefren64@gmail.com | 818 388 6343

efrendiaz.com | <https://www.linkedin.com/in/efren-m-diaz/>

Work History

UX/UI Designer, Contract

Remote, 02/2022- Present

Client: Duo

- Analyze with my team to understand what a user wants to see on a matching app to make it convenient.
- Collaborate with the team for a heuristic evaluation and identify problems the user would face.
- Creating a style guide helps the team stay consistent across all screens and helps us understand what the client wants to see in their finished product.
- Coordinate with the team to create low-fidelity wireframes to communicate with the stakeholder and have a better understanding of what they want on the screen.
- Test the app with users to acknowledge how the hurdles they might face.

Client: Blue Liquidity

- Research design guidelines and implement best practices to create a user-friendly human product design.
- Design competitive analysis to understand what we need and how we can make it easy for users to navigate through the landing page
- Create color exploration to better understand what the colors represent and how to best connect them.
- Research the psychology of the colors and have a better understanding of what a user will be feeling when seeing a blue color website.

T-Mobile Store Manager

Burbank, 01/2019-02/2022

- 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.

Skills

Design

User Interface Design, Mobile App Design, Web Design, Design Thinking, Interaction Design, Design Composition, Style Guide, Typography, Wireframes, Ideation, Prototypes, User Testing, Mockups, Usability Testing

Research

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

Soft

Agile Mindset, Scrum Framework, Empathy, Communication, Attention to Detail, Curiosity, Collaboration, Adaptability, Critical Thinking, Problem-Solving, Creativity, High Motivation

Tools

Figma, Miro, Invision, Photoshop, Final Cut Pro, HTML, Jira

Education

B.S Computer Science,

Cal State Northridge

Avocademy,

UX/UI Foundations