



JOSE R. ESTEVEZ

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PROFESSIONAL HIGHLIGHTS

TASI GROUP: GAS FLOW DIVISION FOX THERMAL / AIR MONITOR /

SIERRA INSTRUMENTS SENIOR GRAPHIC DESIGNER

- Design, develop, and present interaction flows, wireframes, interface mockups and prototypes for web and mobile focusing on usability
- Improve open and click rates with marketing materials for social media platforms and email designs.
- Re-branding of Fox Thermal, Air Monitor logos. Which included website updates, new social media layouts, product labels, and brand guides for each company.
- Concept, design and manage the design process and communication among development team, VP of Marketing, and CEO.
- Increased user satisfaction, quote inquiries and duration with redesigned Sierra Instruments website and mobile.

NATIONAL GEOGRAPHIC LEARNING 2016-2018 CONTRACT SENIOR DESIGNER

- Created and conceptualized UI/UX for digital educational platforms focusing on ease and usability across a diverse spectrum of users from kindergarten to college level.
- Re-branding K-6 book series, Coleccion Ventanas.

EXCELLIGENCE LEARNING CORP. 2015-2018 FULLTIME/FREELANCE SENIOR DESIGNER

- Re-designed the Colorations logo, packaging and marketing assets
- Focused on re-branding of marketing materials, flyers, mailers and social network marketing visuals.
- Illustrated art for the Product Development team

PROFILE

Creative solutions backed by research
Honest and direct communication of design both verbally and visually
Crafting clear, inclusive and meaningful experiences is important to me
Good-natured and enthusiastic collaborator
Fast and deadline driven while being diplomatic and adaptable
I relish experimentation, willing to be wrong, re-evaluate and try again
Big picture focus with a penchant for details

OTHER EXPERIENCES

Volunteer Little League Head Coach: 6.5 years, two Championships / NYC
Little League Head Coach: 3 years, / Santa Cruz / SCLL

SKILLS

RESEARCH

Competitive Analysis
Content Analysis
Visual Studies
User research
Client Focused

PROTOTYPING

Information Map/Architecture
Sketching
Wireframes
Rapid Low to High Prototyping

HANDS-ON

Task Flows/Diagrams
UI Flows/Diagrams
Brainstorming
Usability Testing
A/B Testing
Product Launch
Repeat all above till it's right

TOOLS

Adobe Creative Suite
Sketch App / Adobe XD
InVision
Premiere Pro / After Effects
Sketch Pad / Pencil/Ink
Photography
Project Management / MSW / JIRA
Bilingual English/Spanish

EDUCATION

New York City College of Technology - Brooklyn, NY
Bachelor of Technology Degree in Graphic Design
AAS Degree in Art & Advertising Design