

Hello I'm Jason



Jason DeCruz

UX/UI Designer

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SUMMARY

I am a UX Designer proficient in Figma, Adobe XD, and Webflow. I completed the UX/UI Flex Program from Thinkful which allowed me to develop my UX/UI design and research skills. I also have a strong background in graphic design for print and digital media.

SKILLS

METHODS

User Research
Competitive Analysis
Heuristic Analysis
User Stories
User Personas
User Testing
UX Design
Visual Design
Branding
Prototyping
Mock-ups

LANGUAGES

HTML5
CSS3

SOFTWARE

Figma
InVision / Balsalmiq
Webflow
Google Workspace Products
Adobe Creative Suite
Microsoft Office
Usability Hub
Optimal Workshop

PROJECT SPRINTS

Tailored Tutoring Client Rescheduling App

For a math tutor, I built an app that allowed students to reschedule amongst themselves anonymously.

- When students rescheduled, times offered to them were based on parameters my clients set.
- Saved my client from having to ask students to change their appointment time.
- Taking this problem off of my client's shoulders allowed her to grow her business.

Calm App User Research & Information Architecture

I diagnosed, defined, verified, and solved user issues for Calm's mobile meditation app.

- I used multiple heuristic analysis methods to determine product issues in the areas of user experience, information architecture, and user delight.
- I conducted an open card sort on Optimal Sort to discover, test, and verify a new information architecture I later developed in a rapid prototype.
- To improve the findability of an important homepage feature, I conducted a First-Click Test to verify a visual hierarchy improvement based on user complaints.

EXPERIENCE

MKTG

San Francisco, CA
Creative Intern, Summer 2017

- I created internal campaign for company that was evaluated by the company leaders.
- I developed campaign collateral for Clover Sonoma Dairy by working with the internal design team.
- I created many decks for presentations and presented them to the team.

Tether inc.

Seattle, WA
Creative, February 2019–April 2020

- I helped design the website of [Hainsworth Laundry Company](#).
- I worked with a front-end developer for unique transitions on the website in CSS3.
- I created logos, campaigns, and design systems for notable clients such as Microsoft, Amazon, Gatorade, PepsiCo, and Ross.
- I developed the style guide for [Consumer Brands Association](#) and was part of a team that developed the brand identity.

Thinkful

Client Contract for 3-Week Sprint
UX/UI Designer & Researcher, April 2020–March 2021

- I sourced a client to develop a product for investor sign-off and pitch decks.
- I listened to her issues, interviewed her clients, presented solutions with researched validation, developed a prototype which I tested with the same clients, and presented weekly.
- We are currently seeking investors with pitch decks I created.

EDUCATION

Thinkful

UX/UI Program with Research Emphasis
Spring of 2021

Academy of Art University

BFA School of Graphic Design & Digital Media
Fall of 2018

Laguna College of Art & Design

BFA School of Illustration
Fall of 2012