

Javier Guzman

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SUMMARY

UX Designer with over 2 and a half years of experience in creating intuitive and engaging user experiences. Skilled in conducting user research, wireframing, prototyping, and B2B / B2C communication. Strong proficiency in designing accessible web and mobile experiences for a diverse range of users.

EDUCATION

Masters of Science in Human-Computer Interaction

DePaul University · Chicago, IL · 2022 · 3.97 GPA

Bachelors of Science in Cognitive Science

University of California - Santa Cruz · Santa Cruz, CA

EXPERIENCE

UX Designer

Love Smiles

March 2021 – September 2023, Chicago, IL

- Collaborated with board members and outside business partners to create a coherent mobile and web experience which fulfilled their needs as well as those of everyday users.
 - Conducted extensive research on user behavior and preferences, implementing findings into task flows to create a website and mobile experience for various user groups.
 - Created a design system for Love Smiles alongside accompanying usage guidelines which became the foundation for it's future web expansions.
 - Performed A/B testing for the website, increasing overall conversions by an average of 15%, leading to increased donations and community support.
 - Designed and executed wireframes and created the information architecture for the Love Smiles website which I used to further build out the website and mobile experience.
 - Further revamped various portions of the Love Smiles website UX/UI and SEO, resulting in a 68% increase in user sessions, a 78% increase in unique visitors, a 19% decrease in bounce rate, a 21% increase in store conversions, and a 320% increase in traffic from non-direct sources.
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INVOLVEMENT

Marketing & Event Manager

Santa Cruz, CA · Santa Cruz FGC

- Organized, scheduled, and supervised weekly 40 to 100 person events, making sure they ran smoothly and finished within a reasonable amount of time by directing attendees to where they needed to be.
 - Established partnerships with local businesses to act as prize-support sponsors in exchange for advertising campaigns through our social media platforms and live event broadcasts.
 - Created marketing visuals for social media accounts, event banners, posters, and sponsor partnerships which led to an over 100% increase in event attendance and an increase in revenue.
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SKILLS

Information Architecture, Prototyping, Wireframing, Mobile App Development, Responsive Web Design, Inclusive Design, Personas, Journey Maps, A/B Testing, Surveys, Card Sorting, User Interviews, First-Click Tests, Heatmaps, Task Analysis, Remote User Testing, Contextual Inquiries, Python, HTML, CSS, Photoshop, Figma, Adobe XD, Native Spanish Speaker, Native English Speaker