

Summary

Hello, I'm Ed and I'm a product designer. I have successfully launched multiple Enterprise Digital Services platforms to help businesses succeed for the last 10+ years. My mission is always about partnering with companies by creating authentic experiences that people admire.

I enjoy working with cross-functional agile teams (design/product engineering) who bring innovation, culture & designs together. My experience ranges from UI/UX Design, Product Design, Marketing Design, Front-End Development, and Motion Design.

Projects

Current:

NFT Blockchain dApp
Blockchain Email dApp
Music dApp Ai machine learning

Designer Consultant | 2010 - Present

- Providing a wide range of Design consultancies: Product, UI/UX, Brand Design strategies to help our clients build and modernize their products and brands
- Clients include hi-tech (Disney), healthcare giants (Tenet), and various startups.

Lead Product Designer Ai Chatbot App | 2020-2021

Performed usability testing, heuristic evaluations, stakeholder interviews, and competitive research for Ai Chatbot App. Completed interface designs using Figma, Adobe CC, creating HTML, CSS, JS assets, collaboration using Miro. Solved usability problems for desktop and mobile. Analyzed different feasibility variables to help expose the project's competitiveness and its probability of success to internal and stakeholders. Savings first year \$5k with onboard clients profiting 50k first year.

Senior Product Designer Tenet Healthcare | 2010 - 2020

Designed Tenet Healthcare telemedicine app using Sketch to create wireframes, interactive prototypes, high fidelity mockups from journey maps, or interaction flows within a cross-functional team. Partnered with product managers to define product strategy and with developers to design for both quick insights and long-lasting improvements. Ensured applications met Tenet consistency style guidelines. Mentored and guided junior design team members. 66% of patients have not come back to the ER since launch. 45% of patients enrolled in insurance or visited a clinic.

Product Designer Disney | 2015 - 2016

Designed user experience initiatives and user interfaces for the Disney Sneak Peek app. Effectively communicating product strategy with interactive Adobe XD prototypes, maintaining interaction and visual consistency. Partnered with product managers to define product strategy and with developers to design for both quick insights and long-lasting improvements.

Lead Product Designer Alcolyze BAC | 2014 - 2016

Led interaction/visual designs for application UI/UX, designed and developed internal SaaS using AdobeCC, Sketch, HTML, CSS, JS, and arranged product hardware diagrams. Collaborated with engineering in an Agile/Scrum environment to develop SaaS website, native iOS, and Android apps. 3,000+ users within one month in pilot testing cities in Harris, Harlingen, and Odessa, Texas. Obtained revenue of \$500,000+ within the first two months of usage.

Skills

- 15+ years of user experience designer, interaction designer, information architect, or similar role, working within a brand development, digital, or full-service creative environment
- Experience creating standard UI/UX, User-Centric Design (UCD) documents such as user flows, product and purchase flows, personas, heuristic evaluations, and information architecture diagrams
- Proficiency with Sketch, Figma, Adobe Creative Suite, Sublime Text, and Transmit
- Strong knowledge of user interface design processes and methodology across various platforms, including web, OS-native apps, and embedded native apps
- An open-minded and accountable individual who respects collaboration and empathy with the team