

2022 - 2024

## Sr. Visual Designer (UI/UX)

### Relief App

- Led the end-to-end visual design (UI) for the Relief app and B2B products, from MVP to launch, achieving 14k downloads and a 55% conversion rate on reduction requests.
- Developed and maintained a comprehensive design system, including style guides, component libraries, and usage guidelines.
- Created Lottie animations and interactions to enhance UX
- Defined and implemented the complete visual identity for Relief across all products.

2020 - 2022

## Visual Designer / Animator

### PayPal Honey

- Collaborated on Coiny Refresh and guidelines and led the animation style
- Co-created Honey's Visual Identity – focused around Iconography, Illustration, 3D, Mockups, Photography, and Animation
- Optimized and standardized Honey's visual for web and mobile
- Contributed to the success of Honey Mobile Funnel MSE Acquisition that had a ~85% total permissions rate after the first month
- Supported Growth by providing solutions around animations, content, and visual design for landing pages, emails, referrals, and onboarding

2019 - 2020

## Motion Artist

### Lucky Day

- Produced onboarding doc. for new editors and animators
- Took initiative to be more cross-functional to support the Product mobile team with Lottie animations mobile funnel
- Guided all visual design assets for video content
- Created bold, exciting, and flashy ads that reflected the brand's personality for Facebook, Snapchat, and Google

2018 - 2019

## Designer/Animator

### Evite

- Oversaw the Lottie animation efforts for Premium invites
- Led the mobile splash screen and loading screen refreshes
- Produced onboarding doc. for new designers and animators
- Conceptualized original invitation illustrations and animations

2017 - 2018

## Graphic Designer

### Power Brands

- Collaborated on top client projects
- Ensured accurate, consistent, and high-quality output of print or pre-media artworks files
- Created graphics, slides, mock-ups
- Managed up to 5 projects or tasks at a given time while under pressure to meet daily deadlines
- Created marketing/promotional materials, sell sheets, social media content, and postcards

## About

Hello! I'm Jose, specializing in creating magical moments for the digital space. I am currently a Sr. Visual Designer on the design team at Relief App. I always strive to create delightful user-centric experiences with scalability in mind. I think of myself as a creative who solves problems through design.

When not pixel-wrangling, you'll find me honing my design skills. Growth keeps me fueled, keeps me pushing boundaries, and keeps me creating work that resonates.

## Highlights

- Creative with 10+ years experience – specializing in visual design, lottie and UX/UI for web and mobile
- Spearheaded the implementation of Lottie animation at Evite, Lucky Day, Honey, and PayPal
- Led the visual design at Relief, 14k downloads & 55% reduction requested 4 months from launch
- Contributed to the success of Honey's mobile funnel MSE acquisition that had a 85% total permissions rate after the first month
- Created Honey's Visual Identity – focused around Iconography, Illustration, 3D, Mockups, Photography, and Animation

2014 - 2017

## Graphic Designer

### Ronnoco Coffee

2012 - 2014

## Graphic Designer

### Henderson Coffee

## Education

### Oklahoma State University - IOT

- Visual Communications, Graphic Design

### Bacone College

- Associate of Arts, Fine/Studio Arts

## Skills

Illustration • Animation  
Design Systems • Motion  
UI/UX • Visual Design • Brand  
Prototyping • Interactions  
Iconography • Web

## Design Tools

- Figma • Photoshop
- Illustrator • After Effects
- Adobe Creative Suite • Lottie
- Miro