

Jose Torres

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EXPERIENCE

Senior Visual Designer (UX/UI)

Relief App

OCT 2022 - CURRENT

- Spearheaded end-to-end creative direction, user experience (UX), and user interface (UI) design for the Relief App (B2C) and Recover (B2B) products, successfully driving them from MVP to launch in collaboration with product, development, and marketing teams.
- Identified and resolved UX challenges through usability testing and user data analysis, delivering on-brand, user-centered design solutions aligned with business goals.
- Created process flows, journey maps, wireframes, prototypes, storyboards, and wireflows, enabling faster stakeholder decisions and delivering user-focused, intuitive designs.
- Established and maintained a scalable design system, including style guides, reusable component libraries, and usage guidelines, reducing design development time by 50%, improving front-end alignment, and ensuring a consistent user experience.
- Led the website redesign for the Relief App, developing visually cohesive and interactive experiences that supported user acquisition, retention, and overall growth objectives.

Visual Designer

Honey (Acquired by PayPal)

MAR 2020 - OCT 2022

- Collaborated with product designers to deliver interaction designs and visual solutions across all product features, enhancing usability and ensuring visual consistency.
- Led the Coiny Refresh, creating use case and animation guidelines and defining the visual motion style for the Honey browser extension, delivering a cohesive and engaging user experience.
- Established Honey's Product Visual Library, including iconography, illustration, 3D assets, mockups, photography, and animation. This unified, scalable visual language reduced one-off asset requests by ~30% and was widely adopted across the Honey organization.
- Optimized and standardized product iconography and visual assets across web and mobile, integrating them seamlessly into Honey's design system to enhance consistency and efficiency.
- Directed visual storytelling and animation for the Honey Mobile Safari Browser Plugin, contributing to an ~85% permissions rate within the first month post-launch.
- Partnered with the growth team to design and refine emails, landing pages, referrals, and onboarding flows for web and mobile, driving user engagement through strategic visuals and interactions.
- Defined the visual and animation style for PayPal's "Pay at the Pump" feature, delivering a polished, intuitive, and user-centric design.

Visual Designer

Lucky Day App

OCT 2019 - MAR 2020

- Designed and animated mobile UI loading screens for a new finance product, increasing user engagement and enhancing visual appeal.
- Led Lottie animations for mobile, enhancing motion design consistency and fostering cross-functional collaboration with the product mobile team.
- Directed and optimized visual design assets for video content, ensuring high-quality and brand-aligned outputs.

Graphic Designer & Animator

Evite

MAR 2018 - OCT 2019

- Owned Lottie animation integration for Premium Invites, collaborating with cross-functional stakeholders, resulting in a ~15% boost in Premium Invites revenue.
- Led the redesign and animation of Evite's mobile animations and splash screens, enhancing visual appeal and user experience.
- Directed invitation design for both premium and free offerings, while overseeing all premium animations, ensuring consistent, high-quality motion design.

Graphic Designer

Power Brands

OCT 2017 - MAR 2018

Graphic Designer

Henderson Coffee (Acquired by Ronnoco Coffee)

JUN 2012 - OCT 2017

Tools

- Figma, Illustrator, After Effects, Photoshop, Miro, Lottie, Chat GPT & Lookback

EDUCATION

- Bacone College, Associate of Arts, Fine/Studio Arts
- Oklahoma State University - IOT, Visual Communications, Graphic Design

SKILLS & EXPERTISE

- Information architecture and interaction design
- UX strategy
- Rapid UX prototyping, validation, and user testing
- Establishing and scaling design systems: process, governance, contribution modeling, design and engineering loops
- Agile, Lean UX and Design Thinking methodologies
- Motivational and behavior change design
- Information architecture and interaction design
- Problem framing
- Motivational and behavior change design
- Holistic end-to-end service design and vision setting
- Extensive B2C, B2B, and SaaS experience
- Effective internal/external stakeholder management
- Startup and enterprise experience