

# Jose Torres

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## EXPERIENCE

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### Product Designer, Visual & Motion

#### Relief App

OCT 2022 - FEB 2026

- Only designer on the team from day one: owned product design, visual design, brand identity, and the design system from alpha through public launch and scale to 200K+ users and \$8B+ in enrolled unsecured debt
- Took the product from zero to public launch in 8 months: hit alpha at 2 months, beta at 4 months, and shipped to the public at 8 months while building the design system in parallel
- Built the component library with design tokens mapped to engineering, giving design and dev a shared language that held up as the product scaled
- Increased offer submission rate by 14% by redesigning the payment plan selection and offer flows
- Designed and launched Relief's creditor platform, which was later adapted into an internal tool for secure creditor connections using magic link authentication
- Introduced AI-assisted design workflow - defined voice and tone guidelines for the brand, then created ChatGPT prompts based on those guidelines to speed up content development, and used Sora and Nano Banana to quickly generate animation concepts for design reviews
- Worked closely with founders and Head of Design to shape product direction, built rapid prototypes to test ideas, and delivered interaction and motion specs that engineering used to build production-ready features

### Product Designer (Contract)

#### Subject

FEB 2025 - JUN 2025

- Redesigned the student dashboard to make learning more accessible and connected, integrating guided notes, transcripts, and Spark, Subject's AI learning assistant, so students could follow along, review concepts, and get support without leaving their workflow
- Owned the design of the company's first interactive, story-based learning experience, defining UX patterns, interactions, and visual direction in collaboration with engineering

### Visual Designer

#### Honey (Acquired by PayPal)

MAR 2020 - OCT 2022

- Led visual and motion design across Honey's mobile app, web, and browser extension, improving consistency across all surfaces
- Built Honey's Product Visual Library, which became the company-wide standard and cut one-off asset requests by around 30%
- Improved the Mobile Safari extension onboarding flow, contributing to an 85% permissions rate within the first month of launch
- Rolled out Lottie animation across platforms, making motion scalable and easier to localize as Honey expanded into new markets

### Visual & Motion Designer

#### Lucky Day App

OCT 2019 - MAR 2020

- Led visual design and motion for mobile game and performance marketing, using Lottie to improve product feel and speed up production

### Graphic Designer & Animator

#### Evite

MAR 2018 - OCT 2019

- First animator on Evite's product team, establishing motion standards and workflows used across web and mobile app experiences
- Launched Lottie animation integration, contributing to a ~15% increase in Premium Invite revenue and improving product performance

### Graphic Designer | Power Brands

OCT 2017 - MAR 2018

### Graphic Designer | Henderson Coffee (Acquired by Ronnoco Coffee)

JUN 2012 - OCT 2017

## TOOLS

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• Figma, Illustrator, After Effects, Photoshop, Miro, Lottie, Rive, Chat GPT, Claude, Miro & Lookback

## EDUCATION

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

## SKILLS & EXPERTISE

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- End-to-end Product Design
- UI/UX Design
- Visual Design
- User & Task Flows
- Storyboarding & Wireframing
- Prototyping
- User Research & Testing
- Sketching & Illustration
- Branding & Identity
- Web & Interaction Design
- B2C, B2B, & SaaS
- Startup & Big Tech
- Design & Brand systems
- Visual & Motion Systems
- Conversion & Behavior Design