

2022 - Current **Sr. Visual Designer**
Relief App

- Created wireframes, prototypes, and mockups to visualize and refine UI concepts, ensuring an intuitive and user-friendly experience.
- Developed and maintained a comprehensive design system documentation that includes style guides, component libraries, and usage guidelines.
- Created original illustrations for various applications, including product interfaces, marketing materials, and social media graphics.
- Developed a cohesive illustration style guide that defines our style's characteristics, including linework, color usage, and overall aesthetic.

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 live
- Supported Growth by providing solutions around animations, content, and visual art 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 web, mobile, and print visual design
- Spearheaded the implementation of Lottie animation at Evite, Lucky Day, Honey, and PayPal
- Strong understanding of Adobe Tools, Figma, and Design Systems
- Contributed to the success of Honey's Mobil Funnel MSE Acquisition that had a ~85% total permissions rate after the first month with my visual and Lottie animation solutions
- Co-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 2012 - 2013

Bacone College
• Associate of Arts, Fine/Studio Arts 2009 - 2012

Skills

Illustration • Animation
Design Systems • Motion
UI/UX • Visual Design • Brand •
Prototyping • Web Design •
Iconography • Mock-ups

Design Tools

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