

---

# Jose Torres

---

## Product Designer

spacejose.com

linkedin.com/in/spacejose

hello@spacejose.com

(918) 348-8457

Los Angeles, CA

---

### SKILLS

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

---

### EXPERTISE

B2C, B2B, & SaaS  
Startup & Big Tech  
Design & Brand systems  
Visual & Motion Systems  
Conversion & Behavior Design

---

### TOOLS

Figma, Sketch  
Illustrator, Photoshop  
After Effects, Project Neo  
Lottie, Rive  
Chat GPT, Claude  
Lookback, Miro

---

### EDUCATION

Bacone College, Associate of  
Arts, Fine/Studio Arts

Oklahoma State University -  
IOT, Visual Communications

### WORK EXPERIENCE

#### Relief App Product Designer, Visual & Motion

Oct 2022 – Present

Led design for Relief's new B2C mobile app and B2B Magic Link experience from 0→1 through launch, establishing the design system and visual standards that scaled brand consistency across the product. After launch, shipped key flows including Student Loans, Relief Protect, and Consolidation Loans to expand product capabilities and improve end-to-end usability.

#### Subject Product Designer (Contract)

Feb 2025 – Jun 2025

Designed engaging, interactive learning experiences, leading the company's first interactive, story-based learning game and designing solutions for guided notes and transcripts to support student comprehension.

#### PayPal Honey Visual Designer (UX/UI)

Mar 2020 – Oct 2022

Led visual, animation, and interaction design across Honey's product experiences, improving consistency across web, mobile, and browser extension surfaces. Increased user adoption through visual storytelling and motion for the Mobile Safari plugin, contributing to an ~85% permissions rate within the first month post-launch. Established Honey's Product Visual Library to standardize visuals across product verticals, reducing one-off asset requests by ~30% and enabling faster, more consistent product development.

#### Lucky Day App Visual & Motion Designer

Oct 2019 – Mar 2020

Oversaw visual design and motion graphics for performance marketing assets, ensuring consistent, brand-aligned creative across digital ad campaigns. Optimized and delivered Lottie animations for Lucky Night and Lucky Day Blackjack, improving motion consistency and production efficiency across mobile game experiences.

#### Evite Graphic Designer & Animator

Mar 2018 – Oct 2019

First animator hired on the product team, establishing Evite's animation standards and production process for Premium Invites. Launched Lottie integration, contributing to a ~15% increase in monthly Premium Invites revenue.

#### Power Brands Graphic Designer

Oct 2017 – Mar 2018

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

Jun 2012 – Oct 2017