

## Visual Designer / Animator

2020 - Current

### *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

## Motion Artist

2019 - 2020

### *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

## Designer/Animator

2018 - 2019

### *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

## Graphic Designer

2017 - 2018

### *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

## Graphic Designer

2014 - 2017

### *Ronnoco Coffee*

- Ensured accurate, consistent, and high-quality output of print or pre-media artworks files
- Oversaw the efficient use of production project budgets ranging from \$100 - \$60,000
- Created graphics, slides, mock-ups for meetings and for client
- Managed up to 6 projects or tasks at a given time while under pressure to meet weekly deadlines
- Created marketing/promotional materials, brochures, flyers, TV and web ads, and monthly advertisements

## Graphic Designer

2012 - 2014

### *Henderson Coffee*

## About

Hello! I'm Jose, and I specialize in creating magical moments for the digital space and am currently a Visual Designer on the Product Design team at PayPal Honey. I'm always striving to create delightful user-centric experiences with scalability in mind visually. I think of myself as a creative who solves problems through design.

Lately, I have been spending my evenings leveling up, learning new design tools, and design thinking to become more of a next-level designer.

## 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

## 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 Design • Visual Design  
Layout • Design Systems  
Prototyping • Web Design  
Iconography • Mock-ups

## Design Tools

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