

JOSE DEVESA

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PROFESSIONAL OBJECTIVE

A UX/UI and Graphic Designer with a background in Telecommunications Engineering and extensive experience in Full Stack web development. My focus is on creating user-centered design solutions that optimize interaction and enhance customer experience across both digital and physical aspects. I aspire to apply my skills in innovative projects that transform the way users interact with products and services, contributing to the growth and success of the company.

EDUCATION

Universidad Simón Bolívar, Venezuela

- **Ingeniero en Telecomunicaciones** (previsto para Septiembre de 2024)
 - Currently pursuing a degree in telecommunications engineering, focusing on the application of advanced technical skills to solve complex design and user experience problems.
 - Developing a strong ability to integrate technical and creative solutions, lead multidisciplinary teams, and manage projects with a user-centric perspective.

CERTIFICATIONS

- Google User Experience Design (UX)
- Mobile App Development - Universidad Complutense de Madrid
- Web Development: HTML and CSS - Universidad de Alicante
- Digital Marketing
- Graphic Design and Marketing Courses
- JavaScript for Web Development

PROFESSIONAL EXPERIENCE

Banesco Banco Universal

UX Manager

Caracas, Distrito Capital, Venezuela, July 2024 - Present

- Developed the MVP prototype for the new Digital Bank, establishing a solid foundation for iterative design and development.
- Conducted usability tests on multiple products to ensure optimal user experiences and gathered valuable information for continuous improvement.
- Authored comprehensive UX manuals to standardize design-to-code components, promoting consistency and efficiency in digital products.

Jeanne Omlor International LLC

Senior UX Designer and Web Developer

Tampa, FL, EE. UU., June 2021 - 2024

- Led the redesign of digital marketing assets and social media interfaces, significantly enhancing user interaction and visual appeal.
- Developed complete UX strategies that increased user retention by 25% and customer satisfaction by 20%.
- Implemented usability testing and feedback analysis to iteratively refine and ensure a smooth user experience.
- Collaborated with multidisciplinary teams to integrate user-centered design solutions, aligning business objectives with client needs.

Glam Marketing

Co-founder and Senior UX/UI Designer

Caracas, Distrito Capital, Venezuela, January 2018 - Present

- Directed design and branding initiatives for international marketing campaigns, focusing on creating captivating and effective user experiences.
- Supervised the aesthetic and functional aspects of web design, ensuring cohesive brand identity and enhancing online user experience.
- Led international projects with high-profile clients, including Hyatt Hotels Corporation, achieving a 35% increase in user satisfaction and a 20% increase in sales at the Aruba location.

- Implemented user research and usability tests to identify and address customer experience pain points, increasing user satisfaction and engagement.
- Developed and optimized intuitive and appealing interfaces that resonated with diverse audiences, significantly improving conversion and retention metrics.

BetterPros

UX Designer and Semi-Senior Web Developer

New Jersey, NJ, USA, June 2023 - Present

- Conducted extensive UX research, applying findings to design and develop high-profile websites, with a focus on usability and aesthetic quality.
- Implemented e-commerce solutions that increased sales metrics by 63% and customer satisfaction by 35%.

Niquel Cromo C.A.

Graphic Designer

Valencia, Carabobo, Venezuela, June 2015 - January 2018

- Revamped digital marketing and social media designs, significantly increasing user engagement and interaction by 165%.
- Implemented design strategies that enhanced brand coherence and user interaction across multiple digital platforms.
- Developed creative visual content that boosted user engagement and improved engagement metrics.

Inversiones SKD3

Graphic Designer

Valencia, Carabobo, Venezuela, May 2012 - July 2015

- Created distinctive branding and packaging designs that improved product visibility and consumer appeal.
- Used creative design solutions to support business objectives and enhance consumer perceptions of products.
- Collaborated with marketing teams to develop visual campaigns that increased customer interaction and brand loyalty.

TECHNICAL SKILLS

- **UX/UI Design:** User experience research, wireframing, prototyping, user testing, interface design, Adobe XD, Figma, usability testing.
- **Graphic Design:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, visual content creation, branding, identity design, multimedia design.
- **Web Development:** HTML5, CSS3, JavaScript, React, Node.js, Express.js, e-commerce platform integration, responsive web design, website optimization, WordPress, Wix, front-end design.
- **Project Management:** Agile methodologies, Scrum framework, project lifecycle management.

SOFT SKILLS

- Effective communication
- Creative problem-solving
- Teamwork
- Adaptability
- Critical thinking
- Client relations
- Time management
- Team management.

LANGUAGES

- Spanish (Native)
- English (Fluent)
- Catalan (Fluent)
- Galician (Basic)