**Javier Merizalde**

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**PORTFOLIO**

<https://jmf-creative.com/>

**SKILLS**

**Figma**

**Figjam**

**Adobe XD**

**InVision**

**Framer**

**Adobe Suite**

**Zeplin**

**Miro**

**UX Copy Writing**

 **UX Designer**

**UX EXPERIENCE**

**ELVTR** Apr – Jun 2023

***UX Course with Tony Amidei, former Sr. UX Director at Paypal***

Decided to take this 2-month immersive UX course with Tony Amidei, Sr. UX

Director at Paypal, to enhance my knowledge and work a case study under

the wing of one of the industry’s top professionals.

Designed an IKEA app via Figma, that enhances the retail experience in-store.

I was one of 5 students selected to present my case study at the end of the

course and graduated as one of the top students of my class.

**NutriKids** Jun 2022 – Mar 2023

***UX Lead (UX/UI design) \*using Adobe XD, Zeplin***

* Developed an intuitive web/mobile interface for the caterers to manage lunch orders, track payments, and arrange menus.
* Conducted usability tests with parents to create a seamless ordering and payment experience

**Fomat Medical Research** Jan-May 2022

***UX Researcher \*using Figma***

My mission was to conduct research towards adding a feature in their Febo app that would answer to untreated needs of users suffering with infertility issues. Below are some of the main highlights of my UX work.

* Conducted a benchmarking study
* Defined Personas and established the main User Journey
* Identified Opportunity Areas for prioritization

**German Kitchen Center/VPK** Jul - Dec 2021

***Product Design – UX, UI, UXR \*using Adobe XD***

* Developed the MVP from beginning to end, including the service design.

**Benten Technologies** May-Jun 2021

***UX Designer, UI Designer, UX Researcher \*using Figma/Framer***

* Worked with a cross-functional team of designers alternating UX, UI and UX Research activities for the completion of an application for the Healthcare Sector (under NDA)

**OTHER PROFESSIONAL EXPERIENCE**

**German Kitchen Center**

***Technical Designer***

* Designed aesthetically pleasing and efficient spaces for clients renovating their homes, usually working against structural challenges and meeting budget requirements. I

**Harbour Outdoor**

***National Sales Manager & Director of Operations***

* Led a team of salespeople increasing profits by +100%
* Successfully expanded a nationwide distribution network
* Established efficient logistics channels by vetting and selecting the most competent vendors.

**EDUCATION**

**ELVTR**

***UX Designer Certificate***

6-week online course including one Capstone project, taught by Tony Amidei.

**SPRINGBOARD**

***UX/UI Design Career Track***

***Certified UX/UI Designer***

700-hour, mentor-led UX/UI course including two Capstone projects and one Industry Design Project

**OTHER CERTIFICATIONS**

* Introduction to CSS
* UX Research for Agile Teams
* BDD (Behavior Driven Development)
* Figma for UX Design
* UX Deep Dive: Foundational Research
* Artificial Intelligence Foundations:

 Machine Learning

* Everything as a service (XaaS)
* Building Blockchain Decentralized Apps

 (DApps)

* ADA Compliant Design Experience

**UEES University (Ecuador)**

**IUP, B.S. International Business**

Won a scholarship to Kansai Gaidai University in Osaka, Japan where I studied International Relations.