

Joaquin Perez

New York, NY

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Product Designer

UX/UI Design | Multimedia | Technologist

Digital designer with 10+ years of creative problem-solving experience, specializing in UX/UI for tech-based products. Leverages extensive background in journalism to bring unique storytelling and audience psychology insights to the design process, including user research, presentations, strategy and methodologies. I like data, too.

Education and Certifications

University Of Florida – Bachelors of Science – Telecommunications

Flatiron School – Product Design

ELVTR – AI Product Design

Google – Data Analytics

Proficiencies

Tech Skills – Figma, Adobe Suite, Webflow, Wordpress, Notion, Github, VS Code, TCP/IP Networking, Linux, Docker

Languages – HTML, CSS, Javascript, Python (conversational proficiency)

UX Skills – Hi-Fi Wireframe, Rapid Prototype, Information Architecture, Journey Mapping, Cross-Team Alignment

Research Skills – User Interviews, Competitive Analysis, Affinity Diagrams, Surveys, A/B Testing

Experience

Technical Product UX & Support, Blockboard, New York, NY

06/2024 - Present

SaaS, B2B platform leveraging blockchain technology to ensure transparency, security, and efficiency in the advertising ecosystem.

- Collaborate with dev team to design, implemented and test product expansion
- Translate continuous technical user research and support into product requirements

UX/UI Designer, Rondo.io, New York, NY

12/2023 - 01/2024

Customizable web3 library to add intuitive authentication flows and embedded wallets to apps.

- Designed initial wireframes and Hi-Fi prototypes for several login user flows
- Increased initial signup and engagement by 5%
- Branding and logo design

UX Designer, Connect Link, Remote

11/2023 - 12/2023

Social exchange web app connecting business pros and entrepreneurs together to spark innovation and mentorship.

- Initial information architecture layout
- Crafted and analyzed qualitative and quantitative research survey
- User flow and wireframe design

Product Designer, Axiom H2, New York, NY

10/2023 - 11/2023

Axiom H2 biohacking / health startup companion app for hydrotherapy machine.

- Implemented domain research, competitive analysis, and user interviews to design initial app concept
- Designed wireframes for the Axiom H2 app and tested users on the multiple flows

UX/UI | Research, **Safe&Sound via Flatiron**, New York, NY

08/2023 - 09/2023

School search iOS app for safety minded parents across the political spectrum

- Implemented competitive analysis and MOSCOW methods to arrive at MVP to quickly ship
- Created and implemented style guide
- Designed HI-Fi wireframes and implemented light-prototyping

UX/UI Designer, **HAYDN via Flatiron**, New York, NY

07/2023 - 08/2023

HAYDN, a new AI content generator web and mobile app, needed a marketing site designed around competitive analysis and the resulting visual branding applied to its mobile interface.

- Implemented competitive analysis to find business angle highly saturated, generative writing market
- Designed landing page across 3 viewports and mobile app through light prototyping

Technical Specialist | Video Editor, **Encompass Digital Media**, Stamford, CT

11/2021 - 06/2023

- Video editing, formatting and technical finishing of A&E Network television shows.
- Collaborated with various cross-discipline teams, assisted with onboarding
- Maintained and updated database and change logs (Airtable)
- Setup and support video conferencing systems (Zoom + AV Hardware)
- Limited support for MS 365
- Supplied deliverable media schedule, correctly formatted to technical excellence through AWS cloud

Documentary Editor, Various, New York NY

01/2008 - 11/2021

Freelance post-production and production services for numerous broadcast companies like **HBO**, **VICE Media**, **PBS**, **NBC**, **Sony Music**, and **A&E**, among many others.

- Collaborated closely with other team members to understand the creative vision of each project
- Synthesized extensive raw footage into cohesive and engaging narratives, ensuring alignment with messaging
- Iterated and refined visual style based on feedback from clients, directors, and team members to achieve the desired emotional impact and storytelling effectiveness