Mario Jiron

Product Designer

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Skills:

Product design, UX and UI Design, User research, User Personas & Journeys, Usability testing, User centered design, Design thinking, Interaction design, Prototyping, Stakeholder management, Data visualization, Product strategy, Product management. Grids, Visual balance, Photography

Tools:

Figma, Acrobat, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, HTML, CSS

Work Experience

SafeHands Health
Product Designer
Aug 2023 – Dec 2023

- Increased task completion rate to 87% by redesigning the appointment booking flow, eliminating user confusion through A/B testing and iterative prototyping.
- Refined the app's UI/UX through 3+ rounds of usability testing, ensuring a seamless navigation experience that aligns with user expectations and accessibility standards.
- Positioned the app competitively in the market by conducting a comparative UX analysis against WebMD and Zocdoc, integrating AI-driven interactions to differentiate Safe Hands Health.

Abyssal Clothing
UX/UI Designer
Jan 2021– Jun 2021

- Increased user engagement by 78% by implementing a brutalist-inspired UI with high-contrast elements and asymmetric grids, enhancing visual appeal and accessibility.
- Improved user satisfaction by 85% by refining navigation and integrating a voice-based search feature, making interactions more intuitive and efficient through 3+ rounds of testing.
- Enhanced brand cohesion by creating a scalable design system of 50+ reusable components, ensuring consistency across all screens and future iterations.

Appliance Rebuilders
Graphic Designer
Feb 2018– Jun 2020

- I worked in X department focusing on X, our main goal was to X
- Doubled client acquisition by designing a refined logo and optimizing invoice designs to enhance brand credibility and streamline customer interactions.
- Reduced customer confusion by 60% through a structured invoice format, improving payment accuracy and response time.
- Strengthened brand recognition, leading to a 2x increase in repeat business through a modernized logo and streamlined documentation.

Education

California State University East Bay
BFA Graphic Design

- Developed expertise in Photoshop, Illustrator, and InDesign for digital and print media.
- Gained deep understanding of typography, its history, and hierarchy, enhancing design clarity and readability.
- Studied grid systems and layout principles to create structured, visually engaging compositions.