

Jennifer Ortiz

I'm a UX designer with a background as a physical therapy aide. While working as an aide, my interests in visual design led me to take graphic design courses. The transition into UX design combined my interests in design and empathizing with the users to iterate solutions that contribute to a better lifestyle.

WORK EXPERIENCE

Alfred (iOS mobile app) — UX/UI Designer (Contract)

Aug 2021 - Sept 2021

- Performed competitive market research and usability testing to confirm functionality and generate iterative solutions
- Designed user flows, wireframes, and high-fidelity prototypes to incorporate new features to their mobile app
- Collaborated with a stakeholder (founder) and UX designer to design a more intuitive interface by creating a list/map view and updating screens

Pacific Rehab Physical Therapy, San Ramon — Physical Therapy Aide

Nov 2017 - Jan 2020

- Educated patients by demonstrating proper use of equipment and exercise routines under the supervision of a therapist
- Observed patients during sessions and provided feedback to the therapist regarding patient response

PROJECTS

Progress (iOS mobile app) — UX/UI Designer

July 2021 - Aug 2021

- Designed messaging and gamification features to increase repeated usage and engagement of a mobile fitness tracking app
- Planned and conducted user research, designed user stories, wireframes, and high-fidelity mockups

Legacy (iOS mobile app) — UX/UI Designer

Apr 2020 - Mar 2021

- Executed user centered design process for a mobile app that helps families understand their past by sharing stories with their loved ones
- Created user stories, wireframes, high-fidelity mockups, and implemented design solutions based on the feedback from usability testing

Portfolio: jennortiz.com

Email: jennortiz@gmail.com

Location: SF Bay Area, CA

Phone: Prior to request

EDUCATION

Springboard

Received Jan 2022

Certification in UX/UI Design
9-month intensive program

UC Merced

Received Aug 2014

Bachelor of Science in Human
Biology

UC Berkeley Extension

Relevant Coursework:

- Visual Design Principles
- Typography Fundamentals
- Photoshop

SKILLS

Wireframing

Prototyping

Affinity mapping

Persona development

Journey mapping

User flow diagramming

Usability testing

TOOLS

Adobe Xd

Figma

Miro