Ross Amador

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WORK EXPERIENCE

HYRECAR Sr. UI/UX Designer   08/21 - 05/23

Evaluated and improved the web and mobile experience for owners, drivers, and businesses. Worked collaboratively with product team leads to reduce user friction points, improve KPI's, and introduce new features. Utilized research tools and conducted discovery to better define HyreCar's design solutions. Collected and analyzed qualitative and quantitative data for insights.

DE PALMA   STUDIOS UX Designer, Contractor   12/20 - 03/21

Project work for medical software platforms. Responsibilities include client interviews, proposal deck creation, ethnography research and persona development, task analysis, user journeys, site mapping, mood boards, wire framing, and prototypes. Rapid development of design systems and information architecture.

INFOMAGNUS Sr. UX Consultant   06/19 - 07 /20

Primary projects included user research and UI design for Drayflex, a logistics optimization tool commissioned by the L.A. Metro. Expanded on existing SaaS platform design system and mapped out new workflows. Performed audits and competitive research. Collaborated with internal and external teams in project planning, scoping, and research to understand user needs.

ROSS AMADOR DESIGNS Freelance Designer   10/18 - 06/19

Produced user flows, wire frames, and mock ups for a loan origination software platform supporting the user journey throughout the user life cycle. Utilized rapid user research findings and analysis to help make design decisions. Collaborated directly with stakeholders to define and articulate user journey and surface pain points. Designed marketing campaign assets for Home Me rental mobile app.

SHOWMGR UI/UX Design Manager   11/17 - 09/18

Projects included redesigning significant portions of a large scale SaaS product. Other duties included redefining the product catalog based on deep analysis of user workflows and use cases. Performed user research and produced clickable prototypes for desktop and mobile, user stories, use case analysis, user journeys and wire frames.

ROSS AMADOR DESIGNS Freelance Designer   10/15 - 09/17

Desktop and mobile designs for clients including Memberplanet, Greekbill, Stamps.com, and Handstand. Produced low-fidelity wireframes through final designs for gig model applications Plowz & Mowz and Handstand. Produced responsive designs, updated style guides, and strategically expanded upon existing design systems to produce new site sections.

CASHCALL Sr. Designer, Contractor   10/14 - 10/15

Designed UI components for small business, personal lending and mortgage refinancing sites and continually improved the overall user experience based on informal A/B testing. Also focused on refining or establishing branding identity, form layouts and overall site architecture. Iterated on CashCall.com and Loanme.com landing pages to improve conversion rates.

TOOLSET

Figma
Sketch
Axure
Heap
Miro
InVision
Fullstory
Zeplin
Adobe Photoshop
Adobe Illustrator
Adobe Xd
Responsive Web, Native App for iOS, AOS

SUPPORT SKILLS

Design Systems
Information Architecture
Wireframing
User Flows
UX Writing
Agile Framework
Design Thinking
Mock Ups & Prototypes
User Interviews
Task Analysis
Competitive Analysis

EDUCATION

CALIFORNIA STATE UNIVERSITY FULLERTON
Fullerton, CA
Bachelors of Arts, Studio Arts

SOCAL UX CAMP
UC Irvine

AWARDS

WARNER BROS. CARROT AWARD
Burbank, CA

Recipient of Warner Bros. Carrot Program Award given for achievement and quality performance.

RELATED ACTIVITIES

WHAT'S UP UX?! Weekly Podcast

Topics are geared towards entry and mid-level UX practitioners. General focus is on breaking into the UX field and navigating the marketplace. Available on most major podcast outlets.