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## Objective

To secure a challenging position where I can apply my skills in interaction design, visual design, web development, and interactive design effectively.

## Skills

Photoshop, Illustrator, InDesign, Flash, HTML, CSS, basic javascript, user-experience design, user-interface design, eLearning design, interactive graphic design, advertising, and banners

## Experience

### **Apple Inc** • Sr. UX Designer, Retail Application Design

October 2019 - Present

- *Design Team Leadership:* Led the design team responsible for Apple Retail's design system.
- *Application Design Lead:* Served as the design lead for key applications within the Retail division, including "Learning" and "Leaderboard."
- *Enhancing In-Store Experience:* Designed user-friendly interfaces for "EasyPay," Apple's point-of-sale system, to improve the in-store shopping experience.
- *Cross-Functional Collaboration:* Collaborated closely with cross-functional teams, including Instructional Designers, Product Management, Operations, and Engineering, to ensure top-tier creative executions aligned with design specifications.
- *Ecosystem Enhancement:* Designed, tested, and prototyped various applications and features across the Apple Retail ecosystem, creating a seamless and user-centric digital environment for store employees.

### **Veritas Technologies** • Sr. Principal CX Designer, Design Systems

October 2018 - October 2019

- *Product Lead, Veritas Design Language:* Led the development and management of the Veritas Design Language.
- *Collaborated with UX Designers:* Worked closely with UX designers to establish and continuously update the Sketch symbol library, ensuring design consistency and efficiency.
- *Collaborated with In-house Developers:* Partnered with in-house developers to create and maintain the components and patterns library, enhancing development speed and product consistency.
- *Engaged with User Research:* Collaborated with the user research team to gather customer feedback and conducted user testing to inform design decisions and improve user experience.

### **Oracle** • Principal UX/Visual Designer, Enterprise Cloud Application UX

April 2016 - October 2018

- *Customer-Centric Collaboration:* Worked alongside product management to deeply understand customer needs, fostering empathy, and creatively brainstorming solutions to enhance their work experiences.
- *Design Collaboration:* Partnered with fellow designers to drive innovation, ensuring that designs consistently provided coherent, seamless, and emotionally resonant user experiences.

- *Engineering Alignment:* Maintained close communication with engineering teams to ensure designs were not only visually appealing but also feasible within budget constraints and coding limitations.
- *User-Centered Approach:* Collaborated with the user research team to gather valuable customer feedback and conducted user testing, facilitating continuous improvement and optimization of products based on user insights.

**Apple Inc** • Sr. UX/Visual Designer, Creative Services - Sales Training & Communications  
October 2008 - April 2016

- *Creative Development Leadership:* Spearheaded the creative development of user interaction specifications, site architecture diagrams, and prototypes for Apple Sales Training Online and BPR systems.
- *Collaboration with Instructional Designers:* Worked seamlessly with instructional designers to strategize, develop, and implement plans that enriched the sales training experience, incorporated engaging learning activities, and facilitated interactive content delivery.

**PayPal, an eBay Company** • Sr. Visual Designer (UED and Marketing)  
December 2006 - September 2008

- *Collaboration with Stakeholders:* Partnered with product managers, marketing teams, and business stakeholders to transform requirements into concept designs, focusing on elegant user experiences.
- *Iterative Design Process:* Utilized an iterative design approach grounded in usability testing and research to refine and enhance designs over time.
- *Task Prioritization and Time Management:* Prioritized tasks effectively and demonstrated proficiency in time management to meet project deadlines.
- *Art Direction:* Provided art direction to external advertising agencies and design studios to ensure alignment with project goals and brand standards.

**TrueNorth Interactive** • Production Designer (Contract)  
August 2006 - September 2008

- *Offsite Production Designer:* Specialized in creating diverse sizes of highly interactive web banners and microsites for clients.
- *Software Proficiency:* Expertly utilized Adobe Photoshop, Illustrator, Flash, and After Effects to design and build final deliverables.
- *Diverse Clientele:* Successfully worked with high-profile clients, including ABC, Disney, and ABC Family, to meet their interactive design needs.

**LifeScan, a Johnson and Johnson Company** • Lead Graphic Designer (MarCom)  
August 2005 - December 2006

- *Graphic Identity Development:* Defined and developed LifeScan's global online graphic identity.
- *Website Oversight:* Managed the graphic identity for LifeScan.com and OneTouchGold.com in the U.S. while establishing a global framework for over 30 international websites.
- *Art Direction:* Produced graphic designs and elements and provided art direction to external advertising agencies, including RMG Connect, J. Walter Thompson, AndersonDDB, and TribalDDB, ensuring consistency and alignment with brand standards.

**Convergys, Inc.** • Art Director/New Media Designer  
April 2004 - July 2005

- *Rapid Prototyping and Print Layout:* Managed rapid turnaround demos, prototypes, and print materials like brochures, booklets, and newsletters.
- *Team Leadership:* Led small design teams on various interactive projects and provided art direction to ensure timely and high-quality deliverables.

- *Client Portfolio:* Designed acclaimed web and print materials for a diverse range of clients, including the United States Post Office, JP Morgan, APEX/24 Hour Fitness, Saks Fifth Avenue, OfficeMax, and others.

**DigitalThink, Inc.** • Art Director/Visual Strategist

August 1999 - April 2004

- *End-to-End Design Responsibility:* Managed web and print materials, from concept development and graphic design to electronic production, utilizing the latest production media.
- *Client Liaison:* Acted as the primary point of contact with clients, collaborating closely with Instructional Designers, Visual Strategists, Project Managers, and Production Managers to ensure project success.
- *Brand Styling:* Created distinctive looks, feels, and style guides for various clients, including Citibank, Honda, Salesforce.com, Nokia, Intuit, Volkswagen, and others.

**Consumer Credit Counseling Service** • Graphic Designer

August 1990 - August 1999

- *Design Leadership:* Designed all CCCS materials, including logos and branding for CCCS, CCCal, and IDA.
- *Advertising and Marketing Collateral:* Created advertising posters and marketing flyers to promote services and the company.
- *Print Management:* Collaborated with printing companies to ensure the successful production of educational materials, newsletters, brochures, and business cards, maintaining quality and consistency.

## Education

Master of Arts, Industrial Arts: emphasis in Graphic and Visual Communications  
San Francisco State University, 2003.

Bachelor of Arts, Industrial Arts; emphasis in Graphic and Web Design  
Minor: Asian American Studies  
San Francisco State University, 1999.

Academy of Arts University, MFA Advertising units.

Coursera

UX/UI Certification - CalArts