

JOSÉ IGNACIO SILVOSA

Portfolio: josesilvosa.com | 551.332.0407 | jose@josesilvosa.com | Green Card holder

USER EXPERIENCE DESIGNER & MULTIMEDIA

~ Leveraging 12+ years of user experience and graphic design expertise to aptly identify and address clients' specific needs and adopt latest designs and modern aesthetics while ensuring optimized performance ~

Design Thinking | Wireframing | Prototyping | Research | Interaction Design | Usability Testing | Information Architecture | UI | User Flows | Persona | User Scenarios | Content Strategy | Typography | Color Theory | Accessibility | Responsive Design | Heuristics | Sketching | Competitive Analysis | Task Analysis | Prototyping software | Journey Mapping | Agile Methodology | Design Systems | Cognitive Psychology | Data Visualization | User Interviews | A/B Testing | Analytics | Storyboarding

PROFESSIONAL EXPERIENCE

Freelance UX & Product Designer

Sep 2023 – Present

Spearheaded the design and development of user-centric digital solutions for diverse clients, enhancing user experience and engagement.

Collaborated with cross-functional teams to create accessible products, ensuring alignment with client goals and industry standards.

Senior UX and Product Designer, EY DESIGN STUDIO BUENOS AIRES & NEW YORK CITY

June 2021 – June 2023

Promotion: Senior UX Designer

Researched, prototyped and improved B2B and consumer applications for web and mobile experiences through UX knowledge and expertise by actively participating in all stages of digital product development in conjunction with both local and international teams, achieving a high-impact user experience, with robust interaction flows that connected audiences to the digital products.

- Boosted site visits from 300k to 600k users, reduced troubleshooting calls to call center and optimized economic improvements by prototyping a new and improved Knowledge Management and FAQ tutorial; re-categorized and curated tailored user solutions jointly with the research team.
- Ideated and presented a dashboard that fulfilled bank requirements and enabled interaction of internal tools for stakeholder firms; revamped interface for a more modern outlook and improved regulatory compliance.
- Optimized resources for nurse managers by boosting efficiency and increasing patient care time via development of a user journey dashboard for simultaneous staff overview and management tool interaction.

Multimedia Designer, Editor, WISDOM CAPTURE – Freelancer

Feb 2021 – Dec 2021

Headed and produced client communication documents for offshore stakeholders including post-production, video editing and consultation services catered to each client's requirements.

- Managed design and audiovisual production for offshore account including conceptualization and animation of various media and graphics according to campaign.

PRIOR EXPERIENCE

Audiovisual Production & Multimedia Development, CREA MOVEMENT

Apr 2007 – Dec 2019

Commanded design and development of concept, script, storytelling, production and post production of multimedia collateral in collaboration with the communications department. Experience working front end and back end. HTML – CSS – PHP.

Intern, School of Agricultural Sciences, Pontifical Catholic University of Argentina

Mar 2006 – Mar 2007

EDUCATION & CERTIFICATIONS

Bachelor of Digital Communication and Media, Pontifical Catholic University of Argentina

Dec 2020

Multimedia Designer, Da Vinci School - Argentina

Dec 2018

Technical Diploma in Agricultural Production, Pontifical Catholic University of Argentina

Dec 2014