

# JOSÉ IGNACIO SILVOSA

551.332.0407 | Jersey City, NJ, 07304 | [jose@josesilvosa.com](mailto:jose@josesilvosa.com) | [linkedin.com/in/joseignaciosilvosa/](https://www.linkedin.com/in/joseignaciosilvosa/)

## USER EXPERIENCE DESIGNER

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

Design Thinking | Prototyping | Experience Design | Motion Graphics | Storytelling | Interaction & Multimedia Design | Adobe Premier Pro | Adobe After Effects | Adobe Photoshop | Adobe Illustrator | Figma | Adobe XD | Sketch | Adobe Animate

## PROFESSIONAL EXPERIENCE

### Senior UX and Product Designer, EY DESIGN STUDIO BUENOS AIRES & NY

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

Feb 2021 – Present

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.

### Multimedia Designer, WUNDERMAN THOMPSON ARGENTINA

Sep 2020 – Dec 2020

Developed aesthetics in alignment with the brand identity via proposals and compositions that highlight the unique product offering.

- Spearheaded multiple simultaneous projects worth \$5M including animations and static graphics, ensuring timely completion and delivery; recognized by having banner designs published on retailer websites for multinational consumer electronic clients.

## PRIOR EXPERIENCE

### Audiovisual Production & Multimedia Development, CREA MOVEMENT

May 2007 – Apr 2017

Commanded design and development of concept, script, storytelling, production and post production of multimedia collateral in collaboration with the communications department.

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

Jan 2006 – Dec 2007

## EDUCATION & CERTIFICATIONS

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

Dec 2020

Multimedia Designer, Da Vinci School

Dec 2018

Photography Advance Intensive Course for Beginners, Daniel Wagner Photography School

Apr 2014

Adobe After Effects Intensive Course, cineismo.com

Apr 2013

Digital Edition Intensive Course (Adobe Premium Pro), cineismo.com

Dec 2011