

JUAN MAQUILON

Product/UX Design
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SKILLS

- Product Design
- Graphic Design
- Visual Design
- User Experience Design
- Copywriting
- Wireframing
- Prototyping
- Typography
- HTML
- CSS
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Figma
- Miro
- Webflow
- Javascript
- User Research
- Agile Software Development

EXPERIENCE

Out In Tech RUXSTARS Program

UX Researcher

March 2021 - Present

Collaborated in a team of 6 researchers to increase engagement and number of attendees to Out In Tech virtual events by evaluating 7 different video conference platforms across 8 events. Created 8+ surveys that included quantitative and qualitative open-ended questioning to target project goals. Conducted user interviews understanding attendee motivations, pain points, platform usage, and interest in the organization.

Hideouts by MadlyRad Labs

Product Design Consultant

October 2020 - January 2021

Advised the Research / UX Design team at Hideouts on their ongoing redesign project. Conducted a heuristic evaluation on their MVP. Addressed 4 target user pain points that reassessed business goals. Spoke to the founder to understand success metrics and provide feedback that would provide product progress over shorter timeframe of 1 year.

EDUCATION

Bachelors of Arts in Computer Science,

Florida International University

August 2016 - December 2019

Worked in Agile teams and used Scrum methodologies to design and produce applications. Successfully completed coursework in courses such as Programming III, Software Engineering, and Cloud Computing.

LANGUAGES

ENGLISH (Fluent)

SPANISH (Fluent)

PORTUGUESE

A detail oriented designer that is passionate about creating engaging consumer-facing digital products across all platforms, clients, and media. Able to critically conceptualize ideas through wireframing, expand them while prototyping, and perfect when making a product mockup.

DESIGN PROJECTS

UX Result UX Design Hackathon 2020: Leverage Challenge

UX Design, UI Design, Branding, Market Strategy

Tools Used: Miro, Figma

Collaborated in a team of five to create an onboarding process that increased dog owners' confidence in the location of their dog. Provided vital market analysis into competing products and UI Design for the team. Assisted in research, wire framing, prototyping and presentation all completed in 11 hours.

Pelikan Fine Writing Redesign

Research, Branding, UX Design

Tools Used: Adobe XD, Adobe Photoshop

Redesigned the website using user test feedback to improve marketability and made a new product search interface. Created a new search method for fine writing products following Pelikan's unique sizing system. Designed a new home and product page that places focus on products, imaging, and branding.

Brightline Ticket Booking Concept

Research, Market Strategy, UI Design, UX Design

Tools Used: Adobe XD, Adobe Photoshop

Created an engaging booking interface as a personal project for Brightline Rail observing market trends seen on popular airline booking apps. Designed a new login and marked optional fields in forms which increased voluntary information obtained by users. Solution was user tested and proved to be more visually engaging to the user.

Diish Mobile Recipe Feature Concept

Branding, Visual Design, Graphic Design, UI Design, Typography

Tools Used: Adobe XD, Adobe Photoshop, Adobe Illustrator

Designed an effective user interface for a recipe app that provides the user with quick access to meal categories and popular dishes. Created an interface for a guide mode that plays a video of the recipe along with subtitles to highlight ingredients and a voice feature allowing the user to pause if their hands are occupied.

Sun City Grocery Stores Order Scanner Design

UX Design, Native App Design, UI Design

Tools Used: Adobe XD

Created a native app design for an employee scanner that would keep track of open, sent, and closed produce orders and would display them by delivery date for business owners to verify. Designed a delivery search that could sort orders by order number or status.