

# Ignacio Ospina

User Experience (UX) Researcher & Designer

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## Experience

UX Designer

**Apple** 10/2018 – Present Santa Clara, California

UX Researcher & Designer

**Live Love Polish** 10/2017 – 12/2018 Long Island City, NY

- Recruited and scheduled study participants, created study scripts, conducted interviews and organized surveys focused on identifying human performance and product validation
- Analyzed customer's behavior to understand their user flow and pain points, and identified customer's needs
- Developed high level and detailed mockups and prototypes to effectively communicate interaction and design ideas
- Collaborated with product management and engineers in coordinating A/B testing efforts, interpreting test results, and incorporating results into design solutions
- Facilitated design brainstorming, reviews, and working sessions

UX Designer (Contract)

**Lucid** 7/2018 – 9/2018 New York, NY

UX Researcher & Designer

**Observer Media** 10/2017 – 12/2018 New York, NY

- Defined the user flow and user interfaces for new and existing Observer Media products and features
- Built creative, beautiful, and clear designs and prototypes that are now accessible to Observer Media's wide audiences
- Created design system to ensure design consistency
- Introduced innovative quantitative research methods to my work

UX Designer Consultant

**Trace International** 8/2016 – 1/2017 New York, NY

- Produced user flows and wireframes to develop and evolve overall user experience
- Communicated, defended, collaborated, and built consensus around experience architecture direction with a team of researchers and designers
- Advocated research findings to diverse audiences through written reports and in-person presentations
- Incorporated complex business requirements into research.

Graphic Designer

**Aristotle Circle** 2/2014 – 6/2016 New York, NY

- Collaborated with Product Development Manager in the visual design of high-end education workbooks for students ranging from Pre-K to high school
- Collaborated on visual design of company presentations

Graphic Designer (Internship)

**Eshave** 7/2013 – 12/2013 Long Island City, NY

- Collaborated with Art Director on eshave.com's mockups during site redesign
- Designed and sent weekly email blasts to customers and distributors

## About Me

I believe that advocating for users helps deliver meaningful, personal experiences that empower each individual.

## Tools

Sketch  
Principle  
Omnigraffle  
InVision  
Google Analytics  
HotJar  
Convert  
Optimal Workshop  
Adobe CC  
HTML  
CSS

## Skills

Wireframes  
Prototypes  
Usability Tests  
User Flows  
Design Systems  
Surveys  
A/B Tests  
Annotations  
Storyboards

## Education

**General Assembly**

User Experience Design Immersive  
HTML, CSS & Web Design Circuit

**Tufts University**

Bachelor of Arts (BA) in Japanese  
Multimedia Arts Minor

**Kanazawa University**

Student Exchange Program