Randy Brinez

SENIOR USER EXPERIENCE (UX) ARCHITECT

PORTFOLIO
Randyjoeldesign.com

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PROFESSIONAL PROFILE

A highly dynamic and innovative professional with a superb proficiency in the disciplines of user experience and product design. Has an extensive amount of experience in developing interactive prototypes that are clearly conceptualized and comprehensive for the end user. Prioritizes qualitative and quantitative results to profoundly understand consumer behavior. Delivers adequate & functional technical design solutions to effectively meet business KPIs.

WORK EXPERIENCE

Sr. User Experience Designer
2023 - Present Palmetto, FL.

Senior User Experience Designer leading the design development for the IT WORKS! mobile app & product listing pages of the website. Additional responsibilites are merging both the website and distributor platforms (called esuite) and creating one experience for new customers, perks members & distibutors.

Sr. UX Architect | UX Researcher
2022 - 2023 Tampa, FL.

UX Architect | UX Researcher
2019 - 2021

Designated lead UX Architect for the testing, optimization, and conversion team for the e-commerce department. Core responsibilites include creating new conceptualized prototypes and test against the current experience on the site, conducting user test for qualitative research, and conducting ideation meetings to drive content strategy.

— Designed the Ashley Outlet site experience that targets consumers that appreciate high quality and affordability.

— Designed Ashley Furniture's first mattress quiz which increased product sales & site engagement.

— Designed an intuitive "shop the collection" widget with its functionality for all product description pages with the means to upsell/cross products.

— Created the functionality for a global widget that has access to core consumer needs such as a help desk, sweepstakes, latest trends, and financing.

EDUCATION

Masters in Architecture & Urban Design

University of South Florida 2014 - 2018

PROFICIENCY

Figma

UXPin

invision

axure

User Testing

Xd Ps Ai Id Pr

LANGUAGES

Spanish