

Joneil Escobar

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CERTIFICATION

UI/UX Design Certification, Designlab UX Academy

Jan 2022 – Apr 2023

PROJECTS

UI/UX Designer

Jan 2023 – July 2023

BloomBuddy, Chicago, IL - [Project Link](#)

- Drove the design process as a key team member, focusing on UI/UX design and user research to develop an innovative plant assistance app.
- Ensured user-friendliness and accessibility by optimizing the onboarding process, creating intuitive task lists, and reducing complexity, resulting in improved plant care proficiency.
- Collaborated with a diverse team, leveraging varied expertise to achieve an engaging plant care solution, encouraging both beginners and experienced plant parents to use the app more frequently.
- Contributed to the continuous refinement of the app, incorporating feedback and enhancing the user experience while aligning with the project's goal of reducing plant fatalities.

Together, Chicago, IL - [Project Link](#)

- Successfully pitched and designed a digital health and education mobile application, leading the project from concept to implementation.
- Applied user research and persona development insights to inform strategic interaction design decisions, resulting in user-friendly interfaces.
- Conducted usability tests to refine the design system, focusing on high-fidelity prototyping to enhance user experience and accessibility.
- Utilized Figma for wireframing and prototyping, ensuring alignment with design system principles.

Creative Designer

Jan 2022 – Present

Chicago Onyx Dance Alliance (CODA), Chicago, IL

- Spearhead creative media projects for a professional Chicago dance team and regional dance competition, driving a 200% increase in brand awareness and social following.
- Redesigned promotional materials and implemented content strategies to engage and captivate the target audience.

PROFESSIONAL EXPERIENCE

Operations Manager, Audio Editor

Aug 2020 – Present

FullCast, Remot

- Streamlined startup team operations by revamping client onboarding processes, resulting in improved client interactions and team efficiency.
- Managed the audio production launch of over 10 podcasts, collaborating closely with clients to tailor audio design to their unique needs.
- Led planning and strategy initiatives, documented Standard Operating Procedures (SOPs), and developed a roadmap for efficient project execution and scaling.

Audio Editor

Sep 2020 – July 2023

The Good Space Podcast, Chicago, IL

- Accumulated over 38,000 downloads and meticulously edited more than 100 episodes, ensuring a consistent and high-quality listening experience.
- Collaborated with stakeholders to enhance show content and quality, contributing to the podcast's growth.

SKILLS

Figma, Adobe, Miro, UX Research, UI Design, Responsive Design, User flows, Wireframing, Sketching, Prototyping, Design Systems, Usability Testing, HTML/CSS

EDUCATION B.A. in International Studies, Loyola University Chicago