MATHEO CADENA

Los Angeles, CA | 626-804-1821 | contact@matheocadena.design

OWL'S EYE OVERVIEW

UX Design Skillset

- Interactive Prototypes
- Sitemaps & Wireframes
- User Research
- Usability Testing
- Card Sorting & Affinity Mapping

UI Design Skillset

- Web Accessibility (WCAG) Certified
- Product Design, App Design, & Mockups
- Component Libraries, & UI Kits
- Web Design: HTML5, CSS3, SASS, LESS, & CMS
- Web Dev: WordPress, PHP, JavaScript, & React

Software Expertise

- Adobe XD, Sketch, & Figma
- Adobe Photoshop, Illustrator, & InDesign
- Adobe Creative Cloud AI Suite
- Google AI Suite: Gemini, Docs, Sheets, & Slides
- Microsoft Office AI Suite

EXPERIENCE

International Hair Care Technologies

UX & MarCom Director — **Los Angeles, CA** — **Jun 2017–Current**

- Created UX Artifacts: Sitemaps, wireframes, affinity maps, interactive prototypes, mockups.
- Conducted UX research using quantitative and qualitative data from SAP business reports.
- Presented research findings to executive officers to align business goals with user goals.

- Facilitated design thinking workshops creating UX artifacts to revamp the customer experience.
- Validated proof of concept early in the design process using interactive UI mockups.
- Redesigned interfaces based on insights from user interviews, user testing, and card sorting.

- Cross-collaborated with back-end developers to integrate the payment processing API.
- Designed, developed, and launched an eCommerce website using WordPress.
- Increased B2B product sales by 120% through leveraging UX research.

Tech Startup: Truckxi, LLC

UX/UI Product Designer — **Rowland Heights, CA** — **Feb–Jun 2017**

- Created wireframes, prototypes, and UI mockups for the mobile and desktop SASS app.
- Conducted user interviews to align the business with the users needs and presented to dev team.
- Redesigned the user interface increasing speed and efficiency by 150%.

- Leveraged interactive prototypes to validate my ideas early in the app development process.
- Collaborated with front-end and back-end developers to test design solutions.
- Researched how to rework design ideas within the existing codebase for the dev team.

- Conducted field research gathering qualitative data that informed design decisions.
- Redesigned over 100 pages of the app interface to be accessibility compliant.
- Redesigned Results: User completion time of the primary tasks reduced from 3 min to 1 min.

Children's Hospital Los Angeles: Freelance

Freelance UX, Graphic, & Web Designer — **From Phoenix, AZ, to, Los Angeles, CA** — **Jun 2015–Jan 2020**

- Co-chaired the Children's Hospital Los Angeles (CHLA) youth community advisory board.
- Co-facilitated design thinking workshops to improve the experience of young people (16+).
- Championed a brand design system that unified CHLA's Division of Young Adolescent Medicine.

- Established a clear picture of the users pain points using affinity mapping.
- Designed print collateral, brochures, social media marketing strategies, and mobile ads.
- Results: Increased monthly engagement with the target audience by 50% within 6 months.

- Freelanced for clients like, Arizona State University Health Education Dept, and others.
- Developed sites with web content accessibility guidelines to ensure ADA compliance.
- Facilitated networking and educational events the united the Los Angeles design community.

Education

Westwood College
President's List & Magna Cum Laude

Degrees

Bachelor's Degree: Web Design, 2015
Associate's Degree: Graphic Design, 2013

Design Community

Vice President Emeritus: AIGA LA
The Professional Association for Design

PORTFOLIO

matheocadena.design