

Adrian Suzuki-Cruz

UX Designer

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 asuzukicruz.github.io

 Irvine, CA

Summary

Results-driven UX Designer skilled in creating adaptable design solutions and achieving meaningful results. Transitioning from sales to UX design, with strong passion for driving exceptional outcomes in the field.

UX Projects

The Military Retirement Blueprint

Client | May 2023 - Ongoing

- Redesigned sitemap on Mighty Networks Online Platform based on user testing, resulting in a significant improvement in task completion rate from 20% to 100%.
- Managed stakeholder expectations through efficient project management workflow for email campaigns, leading to a 20% increase in open rate and a 10% conversion rate for new members.

Olive App

UX course at CareerFoundry | Aug 2022- Apr 2023

- Designed a health-conscious mood tracking app for stress, anxiety, and burnout management.
- Conducted user testing, interactive prototyping using Figma, analysis of usability test results, implementation of feedback, and refinement of designs .

Work Experience

Senju Fire Protection Corp.

Regional Sales Manager | March 2016 - Present

- Manages fire protection distributor partnerships, key customers, and six regional markets, while implementing sales initiatives.
- Generated new business in the building materials and fire sprinkler industries, resulting in a 20% year-over-year sales growth in managed territories.

UX/UI Skills

- User Research
- User Testing
- Wireframing & Prototyping
- Stakeholder Management
- Project Management
- High Fidelity Prototypes
- HTML/CSS/JavaScript

Design Tools

- Sketch
- Figma
- AdobeXd
- GitHub
- Miro

Soft Skills

- Collaboration
- Team Player
- Adaptable
- Decisive
- Communication

Education

UX Design Certification

CareerFoundry

Jul 2022 - Jun 2023

BA International Business

San Diego State University

Aug 2006 - July 2011