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| Jose Mari Salvador 908.525.2779 | [**https://www.jmsalvador.com**](https://www.jmsalvador.com/) | [in/jsalvador74](https://www.linkedin.com/in/jsalvador74)  | jsalvador74@gmail.com |

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**Summary**

Seasoned Design Leadership Consultant with a proven track record at GovOS, enhancing user satisfaction and operational efficiency through expert UX/UI Design and strategic leadership. Spearheaded transformative design strategies, achieving significant client satisfaction and fostering cross-functional collaboration. Skilled in UX Research & Data Analysis and adept at driving innovation and team mentorship.

**Skills**

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| * UX / UI Design
* UX Research & Data Analysis
* Design System Development
* Enterprise SaaS Product Design
* Interaction Design
* Usability Testing
 | * Wireframing & Prototyping
* Accessibility & Inclusive Design
* Agile & Scrum
* Leadership & Mentorship
* Strategic Thinking
* Problem Solving
 | * Adobe XD, Adobe CC, Figma, Sketch
* Cross – Functional Collaboration
* Stakeholder Management
* Communication & Storytelling
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**Experience**

**Design Leadership Consultant**

Independent, Self Employed | Remote
*03.2024 – Current*

Design Leadership Consultant advises organizations on integrating design thinking into their strategic frameworks, helping to foster innovation and create compelling user experiences. This role involves working closely with executive teams and creative leaders to optimize design processes, cultivate talent, and ensure that design initiatives align with broader business objectives.

* Lead data-driven, user-centered design initiatives, achieving a 20% boost in client satisfaction by aligning cohesive visions
with client goals.
* Advise executive teams on integrating analytics with design thinking, delivering innovative solutions that surpassed client expectations by 20%.

 **UX Design Leader**GovOS | Remote
*09.2023 – 02.2024*

UX Design Leader drives the strategic vision for user experience, ensuring that design solutions align with both user needs and business objectives. Lead and mentor design teams while collaborating with cross-functional stakeholders to create intuitive and engaging products.

* Established an in-house UX research team that reduced agency expenses, saving $500K annually.
* Streamlined government operations with SaaS solutions, boosting efficiency by 25%.
* Liaisoned between customers, stakeholders, designers, and engineers, clearing silos and aligning business goals.
* Analyzed user behavior data to identify pain points and opportunities.
* Translated research insights into actionable strategies, accelerating B2B SaaS project implementation by 15%.
* Synthesized research findings into actionable UX/UI design improvements, reducing iteration cycles by 20%.
* Initiated a structured touchpoint cadence that increased cross-functional collaboration by 50%.
* Accelerated roadmap alignment by 40% through active participation in strategic sessions.

 **UX Design Manager**

Hyland Software | Remote
*05.2022 – 09.2023*
UX Design Manager leads and mentors a team of designers to create user-centered digital experiences that align with business goals. collaborate with cross-functional teams to shape design strategy, oversee user research and testing, and ensure the delivery of intuitive,
high-quality products.

* Accelerated roadmap alignment by 40% through active participation in cross-functional strategy sessions, ensuring faster decision-making and execution.
* Drove design strategy for five B2B SaaS applications, enhancing productivity for Healthcare and Human Resources divisions.
* Served as the bridge between stakeholders, engineers, and designers and communicated product progress and impact to cross functional teams.
* Mentored UX designers through regular critiques and coaching, improving team collaboration and productivity by 30%.
* Established design processes that reduced project alignment time between research and execution by 20%.
* Increased customer base by 150% with the launch of a healthcare mobile app driven by an end-to-end design framework.
* Defined product roadmaps in partnership with Product and Engineering, ensuring 100% clarity and measurable outcomes.
* Championed design thinking, boosting cross-functional initiative success rates by 20% across the organization.
* Managed risks and dependencies to ensure smooth executions of all initiatives.

**UX Design Manager**

Institute of Electrical and Electronics Engineers | NJ
*09.2013 – 05.2022*

UX Design Manager leads and mentors a team of designers to create user-centered digital experiences, ensuring alignment with business goals. drive design strategy, optimize workflows, and collaborate cross-functionally to enhance product usability, engagement, and overall business impact.

* Redesigned a world-renowned research platform, implementing full WCAG accessibility compliance, reducing cognitive overload,
and increasing user engagement by 50% within one year.
* Researched design trends, integrating three best-in-class technologies to enhance product innovation and usability.
* Developed pixel-perfect prototypes and high-fidelity mockups, reducing developer revisions by 25%.
* Presented design concepts to senior leadership, securing approval for 100% of proposed initiatives.
* Created detailed design specs and interaction guidelines, decreasing developer queries by 40%.
* Led and empowered a UX Design team, increasing development efficiency by 35% for the company's highest revenue-generating product.
* Fostered a strong product culture within the organization.
* Collaborated with marketing team in developing go to market strategies.
* Worked closely with the analytics team in analyzing user behavior, pain points, and opportunities, maintaining increased user engagement of 50% - 75% within 8 years.
* Conducted usability testing, heuristic evluations, and customer interviews to elicit feedback for continuous product improvements, boosting user task completion rates by 15%.
* Actively participated in sprint planning and Agile ceremonies.

 **Senior UX Visual Designer**Infragistics | NJ
*04.2010 – 09.2013*Senior UX Visual Designer creates visually compelling, user-friendly digital experiences by combining design principles with user-centered methodologies. collaborate with cross-functional teams to develop high-fidelity prototypes, refine design systems, and enhance usability, ensuring consistency and engagement across products.

* Led designs of business applications across the Finance, Gaming, and Construction industries, improving project efficiency by 30%.
* Enhanced the visual experience of a construction app, improving customer satisfaction by 25%.
* Elevated team UX knowledge by 40% through the creation of educational content and articles.

**Senior Interactive Designer**
Nielsen Media | NY
*09.2008 – 03.2010*

Senior Interactive Designer creates engaging, user-centered digital experiences by blending visual design, interaction design, and UX principles. collaborate with cross-functional teams to develop high-fidelity prototypes, optimize user flows, and ensure seamless, visually compelling interfaces that drive engagement and business success.

* Developed branding and interface projects for top online magazines, boosting engagement by 25%.
* Implemented design enhancements for Billboard.com and The Hollywood Reporter, increasing subscriptions by 20%.
* Oversaw design improvements that generated 15 continuous enhancements, and optimized site performance.

**Education**

**MBA:** Human Computer Interaction & User Experience
Rutgers University | NJ

**Languages**

* English, Native
* Tagalog, Native
* Spanish, Proficient
* Polish, Intermediate

Professional Superpowers

* UX Visionary
* Design Team Catalyst
* Research to Action Alchemist
* SaaS Innovator
* Change Agent
* Product Design Orchestrator
* Insight Driven Problem Solver
* Visual Storytelling Expert
* Semantic Ai Trailblazer