

William Portillo

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Design Experience

Empathable, UX Intern | Sept 2022 - Jan 2023

- Worked cross-functionally with product managers, and developers to create useable, useful, and delightful user experiences for the Empathable app.
- Prototyped ideas and gathered feedback on design concepts throughout the design and development process.
- Designed and edited video content to ensure a seamless user experience.
- Engaged in refinement meeting with developers to present ideas.
- Created well-crafted UI components using Figma.

Google UX Design Professional Certificate | Sept 2021 - Apr 2022

- Developed the overall design and user flow for a mobile application, and a responsive website to create a fast, simple and enjoyable experience.
- Created personas, user journey maps, user stories, and empathy maps to understand user needs.
- Developed problem statements to define user needs.
- Designed low-fidelity prototypes to test during usability studies to influence the high-fidelity prototype.
- Conducted moderated and unmoderated usability studies that affected the user experience of the design.
- Demonstrated how finished designs could be transferred to engineering teams.
- Iterated on designs based on feedback to ensure the user experience is the best it can be.

Service Industry Experience

The Wool Factory, Barista | June 2020 - Present

- Collaborate with coworkers to create a welcoming, and hospitable space for customers to encourage repeated visits.
- Lead training shifts to ensure all baristas provide the same quality beverages consistently.
- Ensured the product was presented to the customer accurately, and efficiently.
- Produced high-quality espresso, tea, and similar cafe related beverages to cover a wide variety.

Skills

UX Design

A/B Testing
Wireframing & Prototyping
User interface design
User research and interviewing
Journey mapping
Usability testing
Interaction design
Information architecture

Tools

Figma / Adobe Creative Suite /
Google Suite / WIX / Jira /
Microsoft Office

Soft skills

Excellent communicator
Team player
Multitasker
Problem solver
Detail-oriented
Empathetic

