

JACOB WEINSTOK

USER EXPERIENCE DESIGNER

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UX professional with an in depth understanding of programming technologies, visual communication principles and human interaction. Dedicated to creating and presenting holistic solutions with simplicity and clarity to promote innovation and consistency.

SKILLS

DESIGN PRACTICES

user interviews
competitive analysis
cardsorting
contextual inquiries
storyboarding
affinity mapping
personas
user flows
sitemapping
sketching
wireframing
prototyping
usability testing

METHODOLOGIES & PROCESSES

user research
user testing
information architecture
interaction design
interface design
mobile design
visual design
responsive design

LANGUAGES

HTML
CSS
JavaScript
jQuery

TOOLS

Omnigraffle
Axure
Sketch
Illustrator
Photoshop
InDesign
Balsamiq
InVision
Keynote
Marvel

LANGUAGE PROFICIENCY

English (bilingual)
Spanish (bilingual)
Hebrew (limited)

AWARDS

OUTSTANDING PERFORMANCE AWARD • DALE CARNEGIE TRAINING

UX & DESIGN EXPERIENCE

UX DESIGN • CISION

Beltsville, MD; January 2016 - present

- Create wireframes and design specifications in Sketch for numerous areas of a brand new software application going to market in mid-2016.
- Collaborate with Product Managers and Developers to ascertain all requirements are met and designs comply with user and business needs.
- Research and design interactive wireframes in Axure RP for the entire user experience of HARO (<http://www.helpareporter.com>).
- Collaborate with visual design professionals to create an innovative HARO mobile app.
- Research current PRWeb integration with existing PR software and create wireframes for the integration in a new "wizard" experience.

UX DESIGN • LAUREATE INTERNATIONAL UNIVERSITIES

Baltimore, MD; October - December 2015

- Redesign of payment portal for Univeristy of Liverpool Online.
- Research of current student portals for hospitality and culinary universities - Les Roches & Glion.
- Perform usability testing and create report for University of Europe website redesign.
- Gather mobile responsive content related to the creation of a mobile app for Walden University and for University of Liverpool Online.

UX DESIGN • HIRELY VIA GENERAL ASSEMBLY

Washington, DC; August - September 2015

- Performed research and competitive analysis of the market.
- Created wireframes and prototyped the solution.
- Validated and improved the solution based on usability testing.
- Presented the solution to stakeholders.

CREATIVE DIRECTOR / CO-FOUNDER • ORW DESIGN

San José, Costa Rica; April 2006 - June 2011

- Strengthened and developed designer abilities through trainings and updates
- Managed reports and communicated with clients
- Directed and developed new strategies for project prioritization

OTHER WORK EXPERIENCE

BUSINESS MANAGEMENT • LA JOYA CORP.

San José, Costa Rica 2005 - 2006

ACADEMIC COORDINATOR • CIS

San José, Costa Rica 2005 - 20011

EDUCATION

USER EXPERIENCE DESIGN IMMERSIVE • GENERAL ASSEMBLY

Washington DC; June - September 2015

Full time immersive User Experience Design program with over 500 hours of professional training over the course of ten weeks. Utilized a hands on approach to combine past experience with newly acquired skills in design software, methodology, programming and formation of the UX process. Practiced user centered design practices, design thinking skills, team collaboration and client relations.

ENTREPRENEURSHIP • THE FOUNDATION

Online, December 2013 - June 2014

MASTER CERTIFICATE IN VISUAL COMMUNICATIONS • JOHNS HOPKINS CCI

Baltimore, MD 2004 - 2005

BS, COMPUTER SCIENCE • UNIVERSITY OF MARYLAND BALTIMORE COUNTY

Baltimore, MD 1998 - 2002