José O. Maestre | UX Writer & Designer

knowjojo.com | www.linkedin.com/in/jjmaestre | <3

Education

General Assembly | Remote | July 2022 - Oct 2022
User Experience Design Immersive

- Full-time, 12-week immersive program in User Experience Design, including over 400 hours of professional training and culminating 3 in-depth portfolio projects

Bachelor of Fine Arts (BFA) in Writing | Savannah College of Art & Design | Savannah, GA

- Studied a wide range of writing disciplines including creative writing, technical, and storytelling, etcetera

Experience

User Designer Immersive Fellow
General Assembly | July 2022 - Oct 2022

- Created projects and completed assignments to explore the full range of concepts in the design process, from research and testing to design thinking and rapid prototyping.
- Planned, executed, and synthesized user interviews to ensure user satisfaction.
- Completed competitive analysis and contextual and comparative inquiry to align design with business needs and goals.
- Participated in all steps of the design process, including user research, feature prioritization, visual design, sketching, wireframing, prototyping, and testing.
- Balanced business goals with user goals through client management, project management, and product management.

Technical Writer
PAX Technology, Inc. | Mar 2021 - May 2021

- Wrote, edited, and revised technical documents in order to provide instruction manuals for products to customers.
- Interviewed subject-matter experts and product designers to clearly understand product use and verbiage.
- Collaborated with the marketing team to create branding and style guide that highlighted the tone and brand of the company.

Deep Writing Fellow/Mentor
Deep Center | Jan 2018 - May 2021

- Developed teaching strategies to find the most effective learning practice for middle school students to inspire & uplift their voices through the art of writing.
- Developed educational content to mentor students about creative writing & writing process in combination with visual art storytelling.
- Edited, proofread, and guided students' writing work and prepare them for publication for Deep Center.

Team Lead Floor Operations/Visual Merchandizer
ExLibris Bookstore-Follett Higher Education | Sep 2013 - Aug 2017

- Developed floor plans and displays to maximize sales, as well as managed the floor and provided excellent customer service.
- Acted as a representative for ExLibris at various academic events promoting products, services, and college resources.
- Completed and processed online orders as well as help and assist customers with any trouble they encountered with online orders.

Tools

- Figma
- Adobe FrameMaker
- Agile Development
- Writing Utensils & Art Supplies
- Charisma & Cats

Skills

- UX Writing & Design
- Concepting & Ideating
- Art Direction
- Collaboration
- Brand Identity Design
- Visual Design
- Information Architecture
- Creative & Technical Writing
- Editing
- Research
- Storytelling
- Motivational Speaker
- Communication
- Accessibility
- Constructive Feedback
- Critical Thinking
- Lifelong Learner
- Visionary

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