

Hello my name is Christian Jara and I'm a UI/UX Designer

For more than 15 years I've worked as a Senior and Lead UX Designer in the financial, medical, government and e-commerce industries focusing on user centered design. I offer my employer a wealth of knowledge in design best practices, usability and web accessibility.

- I've helped maintain legacy systems as well as work on future state applications from the discovery phase all the way through ideation, design, prototyping and testing.
- I have created easy-to-use web and mobile applications for consumers as well as internal applications for financial advisors, engineers, and doctors.
- I have created and maintained enterprise design systems and pattern libraries.

I thrive in a fast-paced, agile environment and I feel very comfortable standing up for my design decisions. My constant goal is to create the finest possible solution so that our users can easily accomplish their tasks always keeping in mind our companies branding and values. While my creative ability is impressive my end goal is function over form.

Contact Information:

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Experience

11-2021 to Present – PNC Bank through TCS Consulting Services - Edison NJ

Senior UI/UX Designer (Remote)

- Lead the design effort of a full application for advisors of very high wealth families.
- I was in charge of creating entire user flows from simple wire framing to full hi-fidelity prototypes using Sketch and Invision.
- Daily interaction and collaboration with business owners, project managers, field experts, developers and other UX designers.
- Created proper design libraries and any needed asset for developers to finalize the projects.
- Participated in the discovery phase as well as testing sessions

04-2021 to 11-2021 – Capital One - Corporate Credit Division - New York City

Senior UI/UX Designer (Contract)

- Lead the discovery effort as well as designed comprehensive user experiences using Figma as my main UI and prototyping tool.
- Daily interaction and collaboration with business owners, project managers, field experts, engineers, developers and other UX designers.

11-2019 to 04-2021 – State of New Jersey - Judiciary Division - Trenton, NJ

Senior UI/UX Designer (Contract)

- Come up with intuitive ways to help multi cultural clients with various levels of education and socio-economical levels navigate through the criminal process. This can vary from cases of expungement to family crisis like child abuse and violence.
- Redesign interfaces that prosecutors and judges use to research and develop strategies for specific cases.
- Created mid to high fidelity layouts as well as interactive prototypes using Adobe XD.
- Created proper documentation and any needed asset for developers to finalize the projects.
- Conducted discovery efforts and testing sessions.

06-2019 to 11-2019 – TD Ameritrade - Jersey City NJ

Senior UI Designer

- Deliver pixel perfect interactive prototypes, Hi-fidelity layouts, Mid/Low fidelity mock ups, wireframes and flows using Sketch and InVision.
- Created high fidelity layouts for TD Ameritrade advisors that handle hundreds of accounts valued in the millions dollars.

02-2019 to 05-2019 – Aspire Lifestyles - Jersey City NJ

Senior UI/UX Digital designer (3 month contract)

- Designed a bespoke template which was used for multiple Financial Institutions and High End/Luxury hospitality loyalty programs, some of the clients I've worked directly with were JP Morgan, Ritz Carlton, HP, MasterCard Latin America, HSBC Premiere Dining Program and UBS.
- Collaborated with an agency to finalize the Aspire website and design system which I developed and maintained.
- Worked on a daily basis with development teams in Vietnam, India, Singapore and the United States.
- Worked as the Liaison between Aspire and design agencies in India and the United States.

10-2018 to 01-2019 – VERIZON FIOS - Baskin Ridge NJ

Senior UI/UX designer (3 month contract)

- Worked for the FIOS Division,
- Designed tablet application features for field engineers which were used on a daily basis.
- Shadowed tech support agents to discover recurring pain points.
- Worked on internal applications for tech support agents located in central NJ.

02-2017 to 09-2018 – HOLY NAME MEDICAL CENTER – Teaneck NJ

Lead UI/UX designer

- Worked on an application intended for physicians/patient interaction.
- Interviewed registration staff to discover their main pain-points while interacting with patients which I used to design and prototype a new registration tool.
- Worked on the redesign of the current Hospital mobile app and the current hospital website.
- Designed an interactive hospital floor plan that would help patients and visitors move efficiently throughout the hospital.

06-2016 to 02-2017 – TOYS R US – Wayne NJ

Senior UI/UX innovation and optimization designer

- Enhanced user experience, usability and functionality across the TRU site.
- Redesigned the Toys R US Wish List experience for All devices from wire-framing to completion increasing 30% year over year user wish list creations.
- Redesigned the Baby's R Us Registry experience increasing 40% YOY use of the registry creations

01-2005 to 06-2016 - HERTZ CORPORATION - Park Ridge, NJ

UI/UX Design (12 years)

- Participated on the creation of the first Reservation process
- Enhanced user experience, usability and functionality of header and footer on Hertz.com
- Created visual prototype for the Apple Watch App.
- Redesigned Reservation process on Hertz Website which improved conversion over 300%
- Conducted interviews with end users and translated user habits and expectations to new designs.

UI/UX Skills

- Discovery process.
- Sketching, Wireframing, Low/Med/Hi Fidelity Prototypes Interactive Prototypes.
- Develop and maintain enterprise design systems and pattern libraries.
- Proven experience delivering concepts, personas, user journeys, storyboards and user flows.
- Participate in Project testing.

Software

- Figma, Sketch, Adobe XD, Adobe CC Suite, InVision for rapid prototyping

Languages

Fluent in English and Spanish

Education

Nielsen Norman Group UX Certificate - 2021

Interaction Design Specialty with Human-Computer Interaction (HCI) focus.

Courses Completed:

- Interaction design (HCI)
- Mobile User Experience
- Web Page UX Design

Berkeley College - Paramus, NJ - 2008

Associate in applied science Degree - May 2008 Major: Interior Design - Overall GPA: 3.920 Degree

Honors: Graduated Magna Cum Laude

Special Awards:

- Diploma for Excellence in Interior Design given by the Professors, Diploma for Master Research 2008

Bergen Community College - Paramus, NJ - 2000

Associate Degree - May 2000 - Major: Computer Animation and Graphic Design - Overall GPA: 3.5