Adrian Suzuki-Cruz
UX Designer

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📍 Irvine, CA

Summary

Results-driven UX Designer skilled in creating adaptable designs and achieving meaningful results. Transitioning from sales and management to UX design. **8+ years professional work experience.**

UX Projects

The Military Retirement Blueprint | View Case Study
Client | May 2023 - Ongoing

- Redesigned sitemap on Mighty Networks Online Platform based on user testing, resulting in a significant improvement in **task completion rate from 10% to 100%.**
- Managed stakeholder expectations through efficient project management workflow for email campaigns, leading to a **20% email open rate and a 10% scheduled call conversion rate for new members.**

Olive App | View Case Study
UX course at CareerFoundry | Aug 2022- Apr 2023

- Designed a health-conscious mood tracking app for stress, anxiety, and burnout management.
- Conducted user testing, interactive prototyping using Figma, analysis of usability test results, implementation of feedback, and refinement of designs .

Work Experience

Senju Fire Protection Corp.
Regional Sales Manager | March 2016 - Present

- Manages fire protection distributor partnerships, key customers, and six regional markets, while implementing sales initiatives.
- Generated new business in the building materials and fire sprinkler industries, resulting in a **20% year-over-year sales growth in managed territories.**

UX/UI Skills

- User Research
- User Testing
- Wireframing & Prototyping
- Stakeholder Management
- Project Management
- High Fidelity Prototrotypes
- HTML/CSS/JavaScript

Design Tools

- Sketch
- Figma
- AdobeXd
- GitHub
- Miro

Soft Skills

- Collaboration
- Team Player
- Adaptable
- Decisive
- Communication

Education

UX Design Certification
CareerFoundry
Jul 2022 - Jun 2023

BA International Business
San Diego State University
Aug 2006 - July 2011