

Jesus Enriquez

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Experience:

Product Manager/UI/UX Designer

01/11 to 03/15

Jixee is a Software as a Service company. Based out of Danville, California it was founded in 2011. Since then jixee has positioned itself to be a leader in the task management and bug tracking software industry. Jixee simplifies your development team's daily workflow.

- Conceptualized, strategized, and produced the brand identity for Jixee.
- Facilitated daily scrum sessions to the engineering team between weekly agile development cycles to produce new features, enhancements and bug fixes.
- Collaborated with the CEO and V.P. of Marketing to position the brand, scale the user base, and identify the core benefits to optimize product utility and viability.
- Created UCD compositions to enhance the product's interface aesthetic as well as architectural wireframes to define product framework and structure.
- Created on-brand site assets, infographic kits, advertisements, marketing collateral, and maintained brand identity across all pertinent social media platforms.
- Dictated production releases based on high quality assurance verification and confirmation.

UX/UI Designer

02/12 to 03/13

Vocus was a software public relations company, based out of Beltsville, Maryland. It was a NASDAQ listed company until June 2014 when GTCR a private investment firm acquired Vocus to merge it with Cision. In 2011 Vocus acquired North Social, a social media application company. I worked in the services department at North Social during the merger and acquisition process.

- Designed custom social media applications, promotions, and marketing campaigns for brands; such as **Hilton, Zynga, Ubisoft, Real D 3D, Herbalife** and various leading brands in today's market.
- Led an agile software development team to produce a social media applications suite.
- Collaborated with the marketing team to increase conversion rates from the **100's** to the **100,000's** for brands by creating, architecting and designing powerful Facebook fan pages through social media viral awareness avenues.
- Wireframed, designed and implemented effective user experience methodologies to enhance user interactivity through the app's interface.

Art Director/Brand Strategist

09/05 to 12/10

M.L. Kishigo Manufacturing Co. is one of the largest High Visibility Apparel manufactures in North America. They deliver the highest quality ANSI compliant apparel for a multitude of industries including construction, manufacturing, biotechnology as well State and Federal Government entities.

- Co Founded the first in-house art department for M.L. Kishigo Manufacturing Co. which was automated and still runs today.
- Restructured and rebranded M.L. Kishigo Manufacturing Co. brand identity.
- Directed a team of seven and established a standard operating process for all media/services produced by the art department.

Education:

Bachelors of Science in Graphic Design

The Art Institute of California-Orange County

Proficiencies:

Adobe Creative Suite
Brand Identity
UI/UX Design
Graphic/Web Design
Motion Graphics
HTML5/CSS3 (*Working Knowledge*)
Agile/Scrum Management

Team Facilitation
Task Allocation
Effective Communication
Bilingual (*Hablo Español*)
Multitask (*Fast Paced Environment*)
Product Development
Marketing/Advertisement

Video Direction
Photography
Print Production
Keynote
Power Point
Adept Mac User
Resourceful

• *References will be provided upon request* •

