

Israel Hinojosa

Senior User Experience Designer

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Experience

ALOHA Collection/ Sr. Digital Product Designer

June 2025 - Present - Full Time - Carlsbad, CA

- Own digital product and UX strategy across ALOHA Collection's e-commerce ecosystem.
- Lead CRO and experimentation initiatives to optimize customer journeys and drive conversion.
- Collaborate cross-functionally to deliver high-impact digital experiences from strategy through launch.

Z Supply / Senior UX/UI Designer

April 2024 - June 2025 - Full Time - Costa Mesa, CA

- Partnered with brand and dev team to ensure design consistency and implementation fidelity.
- Present concepts to stakeholders and refine based on feedback.
- Owned and overhaul website design system, ensuring consistency across navigation, filters, PDP, PLP, product cards, and mini cart.
- Collaborated with CRO consultant on ideation, design concepts, and A/B testing roadmap.

Clever Creative Inc. / Senior/Lead UX Designer

October 2023 - March 2024 - Contract - Los Angeles, CA

- Developed conceptual diagrams, wireframes, visual mockups, and prototypes.
- Presented design work to the team, product leadership team, and VCA Animal Hospitals executives for review and feedback.

KlientBoost / UX/CRO Designer

March 2021 - March 2024 - Full Time - Costa Mesa, CA

- Created all image assets, mockups, prototypes, and landing pages, while collaborating with the account manager for the tracking of conversions in Google Analytics and the Unbounce page builder for e-commerce and lead gen clients.
- Set up A/B tests for landing pages through Unbounce.

Boardriders / Global UI Designer

Aug 2020 - March 2021 - Full Time - Huntington Beach, CA

- Executed all phases of the design process, from wireframing concepts to final hand-off to engineering and design QA.
- Ensured deliverables were detailed for implementation through a deep understanding of modern FED (dynamic content, checkout scenarios, form behavior).

SeedCMS (Shopify Plus Partner) / Lead UX/UI Designer

Nov 2016 - Aug 2020 - Full Time - Irvine, CA

- Managed the design team and coordinated projects.
- Mentored junior UX Designers in best practices and user-focused processes.
- Led UX design efforts for clients, focusing on CMS migration and optimization.

Summary

Lead User Experience Designer with a strong background in the e-commerce and creative sectors. I possess a deep understanding of design principles and methodologies, and I am adept at leveraging various tools and technologies to deliver outstanding results. I am passionate about creating seamless user experiences and finding innovative solutions to meet user needs.

Skills

Product Design
User Interface
Rapid Prototyping
Design Research
Interaction Design
Wireframing
Agile & Lean UX
User-Centered
Design Usability
Testing
A/B Testing Data
Analysis Creative
Strategy
Google Analytics
Design entation

Tools & Technologies

Figma, Sketch, Framer, Adobe XD, Hotjar, Microsoft Clarity, Crazy Egg, Photoshop, Illustrator, Unbounce, Convert, Zeplin, Omnigraffle, Marvel, Asana, Trello, JIRA,

Education

General Assembly, Los Angeles, 2015
User Experience Design Immersive

California State University, Fullerton, 2013
Bachelors of Arts in Cultural and Social Anthropology