

Memo Ceballos

PRODUCT DESIGNER

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EXPERIENCE

Founding Product Designer, ThinkSono – Contract

September 2020 – January 2023, Remote

- Led UX design and research efforts of AutoDVT, a cutting-edge ultrasound AI solution that detecting blood clots within minutes, resulting in a 30-fold lift in diagnostic speed based on clinical data.
- Validated and launched a comprehensive onboarding experience, negating the necessity for in-person training while cutting costs and establishing a sustainable, scalable training alternative for the long term.
- Contributed to high-level strategic decisions with stakeholders to assess the feasibility and desirability of future products while ensuring business objectives for the core product.

Designer, Reali

January 2019 – March 2020, San Mateo, CA

- I Led the the optimization of the search feature for Reali, a real estate app focused on digital experiences, resulting in a substantial 27% increase in user engagement with the feature.
- Redesigned the ID verification flow, resulting in a 32% increase in users who verified their identity and a 12% increase in home offers placed through the app.
- Introduced an 8-point grid system to the design team and created a design library to organize over 60 UI components into a single source of truth file to achieve uniformity, speed, and a smoother design handoff.

UX Designer, Moxie Method / Design Firm

July 2016 – December 2019, Palo Alto, CA

- Designed and launched Mezu, a mobile payment app that provides a private and secure way to give and get money without sharing your personal information.
- Led UX and visual design of Solvuu's beta release, a data science platform for life scientists to help manage, analyze, explore, visualize and share genomics data.
- Solely responsible for the design and continuous upkeep of feature updates to the Reali app. These enhancements allowed homebuyers to schedule self-guided tours, place offers, upload documents, and even bid on homes independently.

UX Design Intern, SAP

January 2015 – March 2016, Palo Alto, CA

- Redesigned cross tables within SAP's Fiori 2.0 design language with a 11% increase in user satisfaction.
- Designed and launched an iOS app tailored for Delta employees, streamlining and enhancing the process of requesting time off, while also providing greater transparency in the process.

EDUCATION

San Jose State University

M.S. Human Factors & Ergonomics

June 2016

B.A. Digital Media

June 2007

COURSEWORK

Product Design, Interaction Design, Human Machine Interaction, Human Factors Experiments, Usability, Advanced Statistics, Typography, Graphic Design

SKILLS

Design: Product Strategy, Interaction Design, UI/UX, User Research, Wireframing, Prototyping, User Testing, Visual Design, Information Architecture, Motion Design

Tools: Figma, Sketch, InVision, Adobe XD, Illustrator, Premiere, After Effects, Lottie, Zeplin Webflow, Jira

Soft skills: Able to navigate ambiguity, adaptable and flexible, able to accept criticism, team player

LANGUAGES

English, Spanish