

# Joseph Barrios

## Product Designer

LOS ANGELES, CA

## Experience

**Product Designer, Growth** | Daydream

DECEMBER 2024 - PRESENT

Leading design initiatives that blend creativity, experimentation, and product strategy to drive user acquisition, engagement, and long-term growth.

- Designed and launched high-impact pre-launch onboarding and referral flows, helping to expand customer base and improve activation rates.
- Collaborating closely with cross-functional partners in product, engineering, and marketing to identify growth opportunities post-launch and translate them into strategic design solutions.
- Leading the UX and visual design of landing pages and conversion experiences, using rapid prototyping and A/B testing to optimize for performance and scale resulting in additional 20,000 user signups.
- Balancing user needs with business goals, ensuring every design decision supported both a seamless experience and measurable outcomes.

**Product Designer** | Jubilee Media, Nectar App

MAY 2024 - OCTOBER 2024

Facilitated the full redesign of Nectar, helping transition 150,000 users to an updated dating app experience. Contributed across research, design systems, and high-fidelity production work.

- Conducted user interviews and usability tests to inform interaction patterns and design decisions.
- Created detailed user flows, wireframes, and scalable design system components.
- Worked closely with engineering and product to ensure technical feasibility and business alignment.

**Product Designer, Music** | DreamSleep

JANUARY 2024 - MAY 2024

Designed personalized audio and music features for a meditation app focused on meditation and sleep wellness.

- Mapped user journeys and prototyped flows to enhance the in-app audio experience.
- Collaborated across time zones with a global engineering team to ensure faithful implementation.
- Facilitated testing sessions with users to validate design assumptions and improve feature usability.

**Product Designer, Webflow Developer** | Joseph Barrios Design (Freelance)

AUGUST 2022 - PRESENT

Partnered with startups, agencies, and small businesses to build conversion-optimized websites and digital experiences.

## Skills

**Design:** UI • Visual • Prototyping • Design Systems • Motion • Accessibility

**Research:** User Testing • Interviews • Journey Mapping • Heuristics

**Tools:** Figma • Webflow • Adobe Suite • AI ImageGen • HTML/CSS/JS

## Education

**Springboard** | UI/UX Design Certificate Bootcamp

**Belmont University** | Bachelors of Business Administration

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