

# JOSHUA CAJINAROBLETO

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## PROFESSIONAL EXPERIENCE

### UI/UX Designer, Customer Experience | Mozilla

07/2023 - 07/2025

- Enabled the capture of holistic user interaction data across Mozilla's support platform (forum questions, support tickets, and support articles) for 12+ products by leading the end-to-end development of a new information architecture and taxonomy framework. Coordinated implementation between engineering, support operations, and content to align data categorization across functional areas and built feedback processes for continued maintenance.
- Boosted discoverability and increased community forum engagement by 340%, leveraging user research insights to restructure the Mozilla Support website's main navigation menu.
- Improved user retention and reduced product abandonment by designing a login-less support path for users locked out of their Mozilla Account, enabling support agents to track account lock out issues and provide white-gloved solutions for users with subscriptions to premium products.
- Revamped the questionnaire and metrics dashboards for the Article Helpfulness Survey used to gather insights into support article content quality and efficacy. Capturing more actionable, quantitative data allowed the Content team to identify trends, surface user sentiment metrics in reporting to executive leadership, and overhaul the technical writing process, shifting their work from reactive fixes to systematic, data-informed maintenance.

### UX Content Designer | Abacus Solutions

09/2019 - 01/2022

- Managed a 5-month project to build and launch two new company websites (*abacusllc.com* & *abacushardware.com*), implementing search engine and conversion rate optimization to increase captured business leads. Collaborated with an external partner on the visual design and development of both sites while crafting the information architecture and content for over twenty products and services.
- Secured \$15k/year of IBM co-marketing funding by leveraging Google Analytics to create quarterly website engagement reports for IBM-related product and service landing pages.
- Led cross-functional alignment with executive leadership on the design direction of the company's web properties, reviewing monthly conversion performance reports to define initiatives that contributed directly to business objectives.

### UI/UX Designer, IoT & Digital Platforms | Cumberland Group

06/2018 - 09/2019

- Collaborated with software engineers on the design of a mobile app to optimize installation processes for smart temperature sensors inside industrial freezer warehouse environments.
- Streamlined the onboarding process for deployed contractors by authoring instruction manuals and producing a training video for smart temperature sensor installation and NIST calibration, ensuring sensor network deployments were standardized and operating according to federal regulations.

## VOLUNTEER EXPERIENCE

### Product Designer, Economic Stability | U.S. Digital Response

10/2022 - 06/2023

- Supported and conducted weekly product discovery interviews with administrators from six state government offices using the ARPA (American Rescue Plan Act) Reporter web app, translating findings into actionable UX improvements.
- Minimized cognitive load and risk surrounding file governance by redesigning the *Upload Details* page in the ARPA Reporter web app for improved visual hierarchy and building new expense report management workflows, reducing the amount of support USDR engineers needed to provide admin users during end-of-quarter reporting periods.
- Assisted with qualitative user research sessions, interviewing administrators in the Nevada Office of Federal Assistance to uncover usability issues, gather feedback on prototypes and mockups, and capture and prioritize feature requests for the Grant Identification web app.
- Designed authentication UI patterns as part of the creation of a new design system for USDR's two Economic Stability products, collaborating with four other designers on documentation of the UI kit.

## EDUCATION

**Certificate of Completion** | User Experience Design  
General Assembly

**Master of Fine Arts** | Fine Art - Art & Technology  
University of Florida

**Bachelor of Fine Arts** | Fine Art - Digital Media  
University of Florida

## SKILLS & TOOLS

Wireframes, High-fidelity mockups, Interactive prototypes, User flows, User journey maps, Information architecture, Sitemaps, WCAG 2.0 standards, HTML, CSS, Search engine optimization, Print design, Graphic design, Content design, Photography, Video editing, Video production

Figma, Sketch, Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign, After Effects), Final Cut Pro, Asana, Miro, Webflow, Google Analytics