

JOSHUA CAJINAROBLETO

Richmond, VA • josh.cajinaroblet@gmail.com • <https://cajinacreative.com> • LinkedIn: [in/joshcajinaroblet/](https://www.linkedin.com/in/joshcajinaroblet/)

PROFESSIONAL EXPERIENCE

UI/UX Designer, Customer Experience | Mozilla

07/2023 - 07/2025

- Led the end-to-end development of a new website information architecture and taxonomy framework, making it possible to analyze user interaction data across forum questions, support tickets, and help articles on Mozilla's support platform for 12+ products.
- 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 to capture more useful insights into support article content quality and efficacy. With actionable quantitative data, the Content team could identify trends, surface user sentiment metrics in KPI reporting, and overhaul its technical writing process.

UX Content Designer | Abacus Solutions

09/2019 - 01/2022

- Managed the build and launch of two new company websites, implementing search engine and conversion rate optimization to capture more business leads. Crafted the information architecture and content for over twenty products and services while collaborating with an external partner on the visual design of both sites.
- 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.
- Aligned executive leadership on the design direction of the company's web properties by reviewing monthly conversion reports to co-develop strategic initiatives that improved business outcomes.

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 onboarding for deployed contractors by authoring instruction manuals and producing a training video for smart temperature sensor installation and NIST calibration, ensuring adherence to federal regulations.

VOLUNTEER EXPERIENCE

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

10/2022 - 06/2023

- Conducted weekly product discovery interviews with administrators from six state government offices who were using the ARPA (American Rescue Plan Act) Reporter web app, translating findings into actionable UX improvements.
- Redesigned the *Upload Details* page in the ARPA Reporter web app with improved visual hierarchy and non-destructive workflows that allowed admin users to more easily manage critical expense report files and reduced their need for support from USDR engineers during end-of-quarter reporting periods.
- Co-led qualitative user research sessions, interviewing administrators in the Nevada Office of Federal Assistance to uncover usability issues, gather feedback, and prioritize feature requests for the Grant Identification web app.
- Designed authentication UI patterns as part of a new design system for USDR's two Economic Stability products, collaborating with four other designers to document 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, Github, Google Analytics