

## JAVIER SOSA

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### SUMMARY

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UX/Graphic Designer with 10+ years of professional leadership experience and a growing specialization in user-centered design. Proven track record of redesigning platforms, including reducing bounce rates by 45% and boosting engagement by 30% for Prajekto. Skilled in UX research, web design, and team collaboration, with a passion for crafting innovative experiences that drive growth. Excited to bring strategic design expertise to forward-thinking organizations seeking impactful digital solutions.

### CORE TECHNICAL PROFICIENCIES

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**Design Software:** Adobe Creative Cloud, Figma, Sketch, InVision, ProtoPie, Miro, Jira, Webflow

**Design Expertise:** UI/UX Design, Responsive Design, Information Architecture, Visual Design, Typography, Interaction Design

**Research & Testing Methodologies:** Usability Testing, A/B Testing, User Research, Analytics, Heat Mapping

**Frameworks & Standards:** Agile/Scrum, Design Thinking, Human-Centered Design, WCAG 2.1 Accessibility

### DESIGN EXPERIENCE & TEAM LEADERSHIP

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#### ROYAL RECOGNITION | Graphic Designer

*Brand Strategy, Print & Digital Design*

*May 2025 – February 2026*

- Created mascots and branded merchandise for national retail chains, enhancing in-store engagement.
- Designed campaign materials and recognition assets for clients like Kwik Trip, Snap-on, and HOYA.
- Improved survey workflows and e-card systems, boosting response rates by 50%.
- Produced high-quality brochures, catalogs, and flyers with consistent branding.
- Shaped creative direction for launches and campaigns; led fast-turn design requests.

#### PRAJEKTO | UX & Web Designer

*User Experience Design & Web Optimization*

*December 2024 – May 2025*

- Led UX research and usability testing to improve navigation and accessibility.
- Created wireframes, prototypes, and mockups in Figma; launched responsive site in Webflow.
- Developed product catalog with intuitive filtering to boost user engagement.

#### CROSS CONNECT | Lead UX Designer

*Design Leadership & User Experience*

*March 2024 – December 2024*

- Directed redesign of platform, increasing engagement 30% and reducing bounce 45%.
- Built Figma design system; reduced inconsistencies by 85%, improved efficiency 25%.
- Launched mixed-method research program to inform product changes.
- Mentored designers and led workshops to boost productivity 35%.

#### STEPONE MINISTRY | UX Designer

*Design Implementation & Brand Development*

*September 2022 – April 2023*

- Designed a responsive landing page that improved user engagement by 40%.
- Delivered cohesive UX/UI and brand assets aligned to B2B needs.
- Applied WCAG 2.1 standards, reducing user errors by 15%.
- Conducted UX research to enhance digital experience.

## **FREELANCE** | UX & Graphic Designer

*Clients: YDY Gaming, Exclusive Heat Inc., DJ Chico, Revolucionarios MC*

*August 2017 – September 2022*

- Delivered UX/UI and brand solutions that improved engagement up to 46%.
- Designed logos, merch, and digital collateral tailored to client needs.
- Managed full project lifecycle with 96% on-time delivery.

## **OPERATIONS & STRATEGIC LEADERSHIP**

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### **AMAZON** | Operations Manager

*Strategic Leadership & Process Design*

*February 2022 – March 2024*

- Managed 150+ team; improved efficiency 15%.
- Designed dashboards that reduced decision time 30%.
- Oversaw \$10M+ budget and improved onboarding by 45%.

### **OSL RETAIL SERVICES** | District Manager

*Team Leadership & Retail Operations*

*July 2021 – February 2022*

- Led performance across 18 stores, increasing sales by 20%.
- Drove Q4 revenue growth by 41% through data-driven retail initiatives

### **T-MOBILE** | District Manager

*Multi-Site Management & Brand Experience*

*March 2013 – July 2021*

- Oversaw 23 stores generating \$100M+ annually; improved satisfaction.
- Cut operational costs by 18% through process improvements.

## **EDUCATION**

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### **B.A. IN GRAPHIC DESIGN** | UX Design Concentration

*2024 – 2026*

Southern New Hampshire University

- GPA: 3.870
- **President's List:** Fall 2024, Spring 2025, Summer 2025
- **Dean's List:** Fall 2025
- **Honor Roll:** C-1 through C-6 (2025), C-5 & C-6 (2024)
- <https://meritpages.com/Javdesigns>

### **UX DESIGN CERTIFICATION PROGRAM**

*2023 – 2024*

CareerFoundry

- Relevant Coursework: Intro to UX Design, UX Immersion, UI for UX Designers