JAVIER SOSA

Kenosha, WI | javier@createwithsosa.com | linkedin.com/in/javiersosaux

Portfolio: createwithsosa.com

SUMMARY

UX Designer with 5+ years of design experience creating user flows, wireframes, prototypes, and design systems for web products, plus 10+ years leading teams of 150+ people at Amazon, OSL Retail Services, and T-Mobile. I take complicated workflows and make them simple to understand and use. Running large operations taught me how products hold up in the real world, so I design for the people using them under pressure, not just for the screen.

CORE SKILLS

UX/UI Design: User Flows, Wireframing, Interaction Design, Responsive Web & Mobile Design, Information Architecture, Visual Design, Visual Hierarchy, Typography.

Design Systems & Prototyping: Figma, Webflow, Interactive Prototyping, Design Systems, Component Libraries, Adobe Creative Cloud.

UX Research & Testing: Usability Testing, User Research, User Feedback, Iterative Design, Accessibility (WCAG 2.1).

Product Collaboration: Stakeholder Collaboration, Requirements Gathering, Cross-Functional Communication.

UX & DESIGN EXPERIENCE

FILTER | *UX/UI Designer* *February 2026* – Present

- Design tiered listing templates for FILTER in Figma, building reusable components so every listing tier stays consistent and easy to update.
- Built a 180-day launch ad calendar for the FILTER app: 332 posts from 126 ads across Instagram, TikTok, Facebook, LinkedIn, and email, phased from shop sign-ups and a 1,000-shop waitlist through launch, rewards, and plan upgrades.
- Designed the church onboarding flow for the company's REACH Network platform end to end, from application and admin review to account creation, login, and an assigned dashboard.
- Mapped intake, user access, and asset tracking workflows across WordPress, Webflow, analytics tools, and backend data so staff have one clear view of requests and reporting.

ROYAL RECOGNITION | *Graphic Designer* *May 2025 – February 2026*

- Redesigned internal survey layouts and digital engagement systems, simplifying the user flow and increasing overall response rates by 50%.
- Managed day-to-day creative workflows for enterprise clients, coordinating across sales and production teams to clarify project requirements and minimize asset rework.
- Developed scalable print layouts, digital assets, and custom merchandise variations for major national accounts like Kwik Trip, Snap-on, and HOYA under tight turnarounds.

PRAJEKTO | *UX & Web Designer* *December 2024 – May 2025*

- Led the digital catalog and website project from initial planning to live execution, keeping stakeholder requirements and content layout options clearly organized.
- Conducted qualitative user research and testing to simplify web navigation, improve web accessibility, and translate findings into clean wireframes and prototypes within Figma.
- Restructured product catalog categories and search filters so customers could find the right product in fewer steps.

CROSS CONNECT | *Lead UX Designer* *March 2024 – December 2024*

- Directed the end-to-end platform redesign, focusing heavily on user-centered changes that improved engagement by 30% and cut bounce rates by 45%.
- Built a unified Figma design system that standardized interaction patterns across the platform and cut production time by about 25%.
- Gathered feedback from multiple stakeholders and ran collaborative workshops to help cross-functional product teams make clearer, faster design decisions.

STEPONE MINISTRY | *UX Designer (Contract)* *September 2022 – April 2023*

- Redesigned StepOne Ministry's website and refreshed its logo, replacing a cluttered landing page with clear navigation built around the most-used tools.
- Interviewed church leaders and communications staff, built personas and a customer journey map, and ran usability tests that shaped each round of wireframes.
- Moved prayer card customization to the front of the experience. Within three months of launch, task completion was 35% faster and prayer card requests rose 50%.

FREELANCE | *UX & Graphic Designer* *August 2017 – September 2022*

- Designed logos, merch, and digital collateral for YDY Gaming, Exclusive Heat Inc., DJ Chico, and Revolucionarios MC.
- Delivered UX/UI and brand projects for small businesses and artists, managing each one from first brief to final files.

OPERATIONS & STRATEGIC LEADERSHIP

AMAZON | *Area Manager II, Inbound Stow & Team Leadership* *February 2022 – March 2024*

- Led teams of 150+ employees in Inbound Stow, driving daily results on safety, quality, and productivity while coaching frontline leaders on the floor.
- Used real-time metrics, floor observations, and associate feedback to find process gaps and fix them mid-shift, partnering with HR, Safety, Learning, and Quality teams.

OSL RETAIL SERVICES | *District Manager* *July 2021 – February 2022*

- Led retail execution across 18 locations and grew Q4 revenue by 41% through manager coaching, regular performance reviews, and data-backed action plans.

T-MOBILE | *District Manager* *March 2013 – July 2021*

- Managed high-revenue multi-location territories, developing store leaders and reducing localized operating costs by 18% by systematically identifying process friction and fixing recurring workflow gaps.

EDUCATION

B.A. in Graphic Design and Media Arts | *User Experience Design Concentration* *May 2026*

Southern New Hampshire University

- Honors: Summa Cum Laude | GPA: 3.889 | Continuous President's & Dean's List placement

UX Design Certification Program

CareerFoundry

- Coursework: Intro to UX Design, UX Immersion, UI for UX Designers, Interaction Design Patterns.