

Jordi Pedroza

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PROFESSIONAL EXPERIENCE

UX/UI Designer • Cydcor

Mar 2023 – Aug 2025

- Design, manage, and ship myT, a mobile CRM tool used by 2000+ sales representatives, through designing wireframes, leading user studies, conducting field interviews, and constructing complex prototypes, which lead to improving lead management efficiency by 47%
- Develop an AI chatbot feature within myT that combined pitch rehearsal capabilities with conversational analytics; pilot results showed a 20% improvement in closing performance
- Collaborate with developers to design Owner's Portal, a sales dashboard that encourages managers to track territory performance through interactive maps and multi-tier reporting frameworks that resulted in a reduced manual tracking time by 30%
- Led WCAG 2.1 compliant redesigns of two corporate websites by leveraging A/B testing, heatmaps, and accessibility audits to achieve a 17% increase in engagement.
- Establish a design system of reusable library of templates, style guides, and content standards to support cross-functional collaboration accelerating design-to-development handoff timeline by 35%

UX/UI Designer • Moment Studios

Mar 2022 – Apr 2023

- Built an ecommerce education website called Migreens that expanded student and chef access to sustainable farming resources that led to over a 17% increase in products sold
- Directed UX for Bridge.ai, a mobile AI-powered note-taking app, by creating user journeys, prototypes, and wireframes aligned to iOS standards, which resulted in 32% increase in adoption rate
- Partnered with teachers to design Short Answer, an educational web app implementing real time student feedback where usability testing led to an 18% increase in student engagement
- Delivered high-fidelity prototypes, UX roadmaps, and product vision presentations to align design execution with business objectives while also participating in Agile design sprints

Web Content Manager & Graphic Designer • Eloquence

June 2022 – February 2023

- Orchestrated the redesign of Eloquence's ecommerce shopify website to become more mobile friendly through implementing a responsive fluid grid system, which reduced bounce rates by 25%
- Conducted SEO and user behavior analysis to optimize tagging systems and navigation patterns, resulting in a 15% increase in organic traffic and higher keyword ranking visibility.
- Lead the design of promotional graphics (catalogs, lookbooks, and digital ads) that prioritizes Eloquence's creative vision by highlighting user's interest through analytics, surveys, & interviews.

SKILLS

Tools: Figma, Sketch, Framer, Photoshop, Illustrator, InDesign, XD, Miro, Rhino 3D, HTML, CSS, Webflow

Design: Service Blueprinting, Current/Future State Mapping, Stakeholder Alignment, Wireframing, Site Maps, Rapid Prototyping, Graphic Design, Motion Design, Interaction Design, Product Design, Responsive Design

Soft Skills: Conversational Portuguese, Active Listening, Willing to Learn, Open Feedback, Highly Adaptable

EDUCATION

Pomona College • Bachelors of Art, Studio Art • 2020