



# Jesus Camacho

Product Designer

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## Work Experience

- **Outer Labs - Product Designer** | Remote | October 2022 - March 2024
  - Led design for three enterprise web-apps for Google's real estate and development team, including one developed from 0 to 1 contributing to a total team projected savings of up to \$2M annually.
  - Contributed to shaping the vision and strategy for products and features by partnering with strategy teams and product owners to define and prioritize features and establish the product roadmap.
  - Leveraged design artifacts like user flows, wireframes, mockups and prototypes in varying fidelities to iterate and communicate design solutions.
  - Designed and shipped 40+ features within 9 months by collaborating with stakeholders and cross-functional teams to refine requirements, assess feasibility, and ensure a seamless implementation process.
- **Soulbii - Product Designer / Manager** | Freelance - Remote | May 2022 - June 2022
  - Led a team of three to optimize the critical user journey for a CRM web-application by partnering with client to align on scope and direction, overseeing development, and facilitating coordination efforts.
  - Contributed to the design process by facilitating user research activities and owning UI refinement efforts to maintain brand integrity and consistency.
- **Marmol Radziner - Job Captain (ie: Designer)** | Los Angeles, CA | January 2020 - March 2022

Leveraged cross-functional collaboration, code research, and design iteration to craft technical design solutions for complex commercial projects for high-profile clients like Lucid Motors, Golem Creations and Related Companies.
- **Steinberg Hart - Project Designer** | Los Angeles, CA | July 2018 - January 2020

Design lead for four projects of diverse scale and complexity, including an eight acre, eight building development that through well-crafted presentations, rigorous design processes, and strong client and consultant partnerships, secured an unprecedented city design approval for a project of this scale.
- **HKS Inc - Designer** | Los Angeles, CA | August 2015 - July 2018

Contributed to projects of various sizes, sectors, and phases, including one where I spearheaded the technical delivery framework for a \$490M, 1.5M square feet RFP competition, ultimately securing the award.

## Education

- **General Assembly** - Certification - User Experience Design | June 2022
- **University of California, Berkeley** - Master of Architecture | May 2015
- **University of California, San Diego** - Bachelor of Arts in Visual Arts Media - Computing Emphasis | December 2009

## Skills

- **Design:** Product Design, UX Design, UI Design, Interaction Design, Visual Design
- **Methodologies:** User Flows, Wireframes, Rapid Prototyping, Mockups, Competitive Analysis, Heuristic Evaluations, Affinity Mapping, Card Sorting, User Personas, Agile Development, Information Architecture, Design Thinking
- **UX Research:** User Research, Usability Testing, Concept Testing, User Interviews, Surveys
- **Tools:** Figma, Photoshop, Illustrator, InDesign, Marvelapp, Miro, Google Suite, Architectural Software
- **Collaboration:** Design Reviews, Design Hand-off, Design Syncs, Communicative, Proactive, Flexible, Resourceful