Jack Salvador

Designer

I love designing beautiful and functional user interfaces that thrive in web and mobile.

CONTACT

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jsalvador.com

Oakland, CA

SKILLS

- UI Design
- UX Design
- Responsive Design
- Mobile Design
- Typography
- User Research
- Analytics
- Adobe Creative Suite
- Sketch

EDUCATION

- **Brown University, B.A. Semiotics**
- CA College of the Arts, Graphic Design
- SF City College, Photography
- RI School of Design, Sculpture

INTERESTS

Sculpture

Photography

Hiking

Lead UX/UI Designer
LegalMatch
2015–2018

- Redesigned the home page as responsive solution, increasing the case posting rate by 13%.
- Integrated test results from the law library redesign, further improving conversion rates up to 72%.
- User research initiated landing page redesigns, improving the click-through rates 33% and conversion rates up to 19%.
- Iterated designs for a new calendar feature, improving client engagement rates up to 270%.
- Rapid iteration of mobile landing page UX/UI designs, improving click-through rates up to 23%.
- Designed attorney mobile app and client/attorney web interface.

Lead UX/UI Designer
Moonshot Holdings
2015–2017

- Defined wireframes, and designed UI elements for responsive web marketplace, integrating innovative retail model, seller account admin, and buyer dashboard.

Senior UX/UI Designer
Third & Grove
2013–2015

- Created UX/UI designs for fast Agile development of *iLobby* start up, resulting in successful launch of this Social Networking Site.
- Defined use cases, and designed UI elements, for a web based US government dashboard, notably improving on-boarding.
- Designed responsive and mobile UX/UI solutions for *MINT* and for the *Williams-Sonoma* professional designers portal.
- Mapped user flow, and designed UI elements, for events web app, including responsive and mobile solutions.

Lead UX/UI Designer
SquareTrade
2000–2013

- Led brand design integration for *Amazon* partnership, driving new partnership growth 300% over three years.
- Redesigned public facing web site – V1 & V2, improving the new customer sign-up rates.
- Applied test analysis to web intake funnel design iterations, improving the customer sign-up rate by over 15%.
- Created UX/UI design, and coded Flash Actionscript, for data integrated intake widget, deploying this SWF to all partners.
- Promoted from UI Designer to Senior UX/UI Designer

UX/UI Designer
CarStation.com
1998–2000

- Redesigned home page, improving click-through rate by 15%.
- Designed member dashboard, with document management widget, improving case resolution rate by over 15%
- Created member resources interface with extensive "How To" documentation, including videos.