

OSCAR CORRAL

Research driven **UX UI designer** focused on crafting impactful experiences

portfolio: oscardcorral.com

linkedin.com/in/crral/

uxcorral@gmail.com

(619) 808-3630

Multidisciplinary product designer with a successful track record as a creative strategist and innovator. Empathetic problem solver with a knack for streamlining processes, integrating automation, and utilizing AI to boost efficiency. Lifelong learner, approaches challenges with grit, and dedicated to crafting products that drive meaningful change for both users and stakeholders.

SKILLS

Product Design	User Interface Design	User Testing & Evaluation	Leadership
Project Management	Prototyping	Empathetic Research	Strategic Planning
Visual Storytelling	Wireframing	Cross-Functional Collaboration	Fluent Spanish

TOOLS

Figma	Photoshop	Lookback	ChatGPT
Framer	Illustrator	Miro	Midjourney

PROFESSIONAL EXPERIENCE

PRODUCT DESIGNER – [First Gen Scholars](#) – [San Diego, CA](#) 2023 Aug – 2024 Jan

6-month contract. Sole designer & researcher. Redesigned the non-profit's responsive website, centered on creating a new revenue stream: public online donations. Secured contract through effective in-person networking.

- **Improved website's usability by 44%**. Measured by performing usability tests on previous and new website versions.
- Implemented an SEO strategy that **increased monthly unique visitors to 600+**, up from ~30 on previous website.
- Researched and implemented fundraising campaign strategies that resulted in being **funded 194% above our goal**. Organic donations have continued since.
- Produced competitive analysis, journey maps, donor personas, and user flows that were presented to stakeholder.
- Created product roadmaps for two different users: one-time donors and recurring donors. They require different approaches.
- Built, maintained, and managed the website in Squarespace platform, using basic HTML + CSS for customized design.
- Prompted generative AI to provide first drafts for copy, editing and iterating with stakeholder input and approval.

PROJECT MANAGER – [Hexagon Laser](#) – [San Diego, CA](#) 2020 Apr – 2023 Dec

Oversaw every facet of a a design & fabrication e-commerce business, focusing on efficiency, quality, and stakeholder satisfaction.

- Responsible for **\$230K of gross sales in 2-year period**, with highest grossing month of \$17K in sales.
- Conducted thorough quality assessments, solicited user feedback post-purchase, and ensured a **client satisfaction rating of 96%**
- Led a team of designers and fabricators internationally. Created and provided SOPs for production, quality control, and fulfillment.
- Led a student research team from CSU San Marcos, tasked to find new product demands, trends and growth opportunities.
- Communicated extensively with clients, addressed their design needs, and turned their vision into outstanding products.
- Presided over project lifecycle from client inquiry, through digital design, CNC machining, quality assurance, and product delivery.

UX/UI DESIGNER – [Hexagon Laser](#) – [San Diego, CA](#) 2020 Apr – 2023 Dec

Self-taught to build e-commerce websites, creating two separate sites for B2B and B2C on Shopify platform. Used basic HTML + CSS to customize features, automations, and design. Business focus was design and fabrication of custom wood crafts.

- Created branding, logos, and visual identity of the company. Subject of many iterations through usability testing, identifying areas for improvement and **refined and improved designs based 100% on user feedback**.
- Researched user personas through surveys and interviews, gaining insights into purchasing behaviors, pain points, and expectations when shopping for custom products online.
- Fine-tuned websites to deliver experiences that fostered customer satisfaction and loyalty through A/B testing and analytics.
- Adhered to accessibility best practices: usage of alternative text, video captions, accessible color contrast, and font legibility.
- Created multimedia content: product photos and videos, promotional and site graphics, icons, social media management.

COMMUNITY LEADERSHIP

[San Diego UX](#) – Organizer of a professional group for UX career switchers that meet locally.

EDUCATION

- [Designlab.com](#) – UX bootcamp certification
- [U.C. Berkeley](#) – Architecture, bachelor's degree