JOSE BAO

UX/UI/Digital Art Direction

Professional Interface designer and front-end developer with more than 9 years of experience in the digital world including major companies and advertising agencies in the US and Spain.

Experience

UX / UI / Senior Digital Designer

Carnival Cruise Line / Oct 2018 – Present

Carnival Corporation & plc is a British-American cruise operator. Currently the world's largest travel leisure company, with a combined fleet of over 100 vessels across 10 cruise line brands.

Responsible for:
• Company's new eCommerce, UX and UI for shop.carnival.com
• Component Prioritization Workshop, stakeholder interviews, primary audience research with Carnival's CRM department, and technology assessment with retail department.
• Overall vision and strategy, establishing a framework, KPIs definition, project planning and road mapping.
• Creating Low-fidelity prototypes and UI visual design.

Also **Product Manager** of Carnival's clothing retail 3D customization tool, and interactive 3D pluggin where Carnival's consumers are able to create their own fully customizable cruise vacay apparel.
• Team of 6 distributed between USA & UK.
• $250K in the first quarter of pilot, 500K total budget with a forecast of $5.5 million in annual gross revenue

UX / UI / Digital Designer

The Story Room / Sep 2017 – Oct 2018

The Story Room is a digital strategic consultancy and content publisher for US Hispanic and Latin America markets with clients such as Food Network, E! Online, SyFy, and Univision.

Responsible for:
• Designing and Low-Fi prototyping digital products and User Interfaces
• Conception, design, and execution of all digital visuals to be used in the projects, websites and digital products
• Managed a team of 6 people between Miami, Uruguay, and Argentina.

UX / UI / Designer

Hula App / Jan 2018 - Now

Hula is a mobile app startup that connects people locally who want to exchange/trade their no longer needed items
• Idea concept and Co-Founding
• Illustrating design ideas using storyboards, process flows, and sitemaps.
• Designing graphic user interface elements and Design System.
• High-Fi prototypes in Framer and Xcode.
• Product development lead (IOS and Android) in the USA, Europe, and India.
• Winner of UN's Circular Economy challenge, project management with UN's team in Finland and India.

Digital Art Director

Zubi Advertising / Sep 2014 – Jan 2016

Zubi Advertising Services, Inc. is a full-service and independently owned Hispanic agency in the U.S. with a proven 36-year track record of award-winning U.S. Hispanic Market branding campaigns with clients such as Ford Motors, JPMorgan Chase & Co and Dunkin Donuts.
• Responsible for the visual look and feel of all the digital publications (websites, banners, apps, etc...)
• Generated ideas based on creative briefs for company clients (visual layout & brainstorming).

Digital Designer / Developer

S,C,P,F... / May 2013 – Oct 2014

S,C,P,F..., is a leading Hispanic marketing agency with notable clients as IKEA, J&J & Coca-Cola.
• Digital consulting.
• Full design and management of website and mobile app development.
• Responsible for front-end web development of websites and emails.

Web Designer/ UX / UI / Developer

Webuzz / Mar 2011 – May 2013

Webuzz is a digital Marketing company for small Businesses, with offices in Madrid Spain, Bogotá Colombia and Miami Florida USA.
• Responsible for overall design and client base development, applications and Digital Marketing plans and strategies for all clients.
• Project management for digital products, websites and apps.
• Managed a team of 4 employees.

Web Designer/developer

Fnac.com / Feb 2009 – Mar 2011

Fnac is a French owned company and one of the largest online retailers in Europe.
• Solely tasked with the management of design department.
• Managed a team of 4 employees.
• Responsibilities included: Creation of digital ads (banners and Rich Media), website maintenance and updates, development of campaigns, creation of apps and landing Pages measuring results and Iteration.

Education

Master of Arts

Cei Design School / 2007-2009

Web Page, Digital/Multimedia and Information Resources Design.
Web Design, Motion Graphics and Graphic Design

Contact

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Awards

ADDY Awards / 2016
Interface and Navigation
User Experience
Interactive Branded Content
Best In Online

Awwwards / 2016
Site of the day

UN Climate Summit Challenge / 2020
Winner

Skills

Photoshop	After Effects
Illustrator	InDesign
HTML / CSS	Bootstrap
Sketch	jQuery
Figma	Xcode
Framer	Dimension
XD	Wordpress