



XAVIER OSUNA

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Skills & Qualifications

- ✓ Over 10 years of experience in the design space, specializing in UX/UI design, interaction design, and user research.
- ✓ Proficient in design software such as Figma, Framer, Sketch and Adobe Creative Suite.
- ✓ Strong understanding of design principles, usability, and user-centered design methodologies.
- ✓ Proven track record of collaborating with cross-functional teams to deliver user-friendly, visually appealing, and effective product designs.
- ✓ Excellent problem-solving skills with a keen eye for detail, devoted to continuous improvement.

Work History

Peatix | Staff Product Designer

2015 – Current

- Responsible for the Peatix redesign, leading to a 18.7% uptick in session length and a 28.1% improvement in conversion rates through the strategic optimization of user experience and brand messaging.
- Perform user research, usability testing, and A/B testing across four distinct countries (Japan, Singapore, the US, and Malaysia) with diverse user bases, leveraging insights to guide design choices and enhance the overall user experience.
- Collaborate closely with stakeholders, product managers and developers to ensure design feasibility and alignment with project goals.
- Create wireframes, prototypes, and high-fidelity mockups to communicate design concepts effectively.
- Create and maintain the Peatix design system so that design work can be created and replicated quickly at scale.
- Mentor designers through design sessions, one-on-one interactions, and career guidance, with an emphasis on cultivating a culture of design excellence within the team.
- Organize and conduct workshops, training sessions, and knowledge-sharing programs within the company to raise design awareness and skills among non-design team members.

Tapfury | Senior Product Designer

2011 – 2015

- Completely overhauled the products web and native app. Using both quantitative and qualitative data to drive design improvements. This led to a significant boost in company's profits, almost doubling them from \$2 million to \$3.78 million within an eight-month timeframe.
- Successfully led a team of designers and developers in the launch of a diverse range of products on time and within budget, contributing to the company's strategic goals.
- Implemented and refined design processes that increased efficiency and reduced design iteration cycles, saving both time and resources.
- While working at TapFury, I enrolled in Product Management courses at General Assembly to enhance the company's capabilities in areas where it needed improvement.

Sony | UX Designer

2010 – 2011

- Led the design delivery for two brand new eCommerce websites, Double Day and Women's Day, ensuring a seamless and visually appealing user experience for both platforms.
- Facilitated seamless collaboration between design and other departments, such as engineering, product management, and marketing, resulting in more cohesive and effective product development.

Barnes & Noble | UX Designer

2006 – 2009

- Played a pivotal role in the design and conceptualization of two flagship products for Barnes & Noble – SparkNotes and Quamut.
- Led a small design team in successfully launching these products, overseeing their design processes from start to finish.
- Championed a user-centered design approach, resulting in products that meet or exceed user expectations and needs.

Education

Hofstra University, NY

- BBA – Computer Information Systems

Certification

Designership

2022 – 2023

- Certification in User Research
- Certification in UI Design & Design Systems

General Assembly NYC

2014

- Certification in Product Management