

AJ DOMOND

Senior UX Designer | Product Designer

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SUMMARY

With over 4 years of UX design experience, I specialize in transforming user needs into engaging digital experiences with a strong focus on aesthetic usability. My career highlight includes increasing user engagement by 34% through targeted design improvements.

EXPERIENCE

Product Designer 03/2023 - Present

Domond Creatives

Miami, FL

- Design data driven interfaces resulting in an average of 27% increase in conversion rates for e-commerce.
- Providing product teams with clear and actionable design guidance in the form of workflows, sketches (at a wide range of fidelity), mockups, wireframes, prototypes, etc.
- Performed usability testing, competitor analysis, stakeholder interviews, persona creation, wireframes, and high fidelity prototypes for Pantheon, a SaaS company.
- Collaborated with cross-functional teams to align UX strategies with business objectives, boosting customer satisfaction scores by 25%.
- Worked with a Healthcare B2C startup in stealth mode on wire framing, interactive prototypes, and design for their mobile app.
- Spearheaded the integration of accessibility features into all projects, ensuring compliance with ADA standards and expanding market reach.

Senior UX Designer 02/2022 - 03/2023

NextlevelSEM

Miami, FL

- Created detailed wireframes and prototypes that streamlined development process, reducing time to market.
- Providing product teams with clear and actionable design guidance in the form of workflows, sketches (at a wide range of fidelity), mockups, wireframes, prototypes, etc.
- Collaborated with User Researchers, Product Managers, Business Analysts and Engineering partners to articulate and refine product requirements. Contributing to product-level design discussions, workshops, decision-making and documentation that support both user goals and business strategy
- Developed user personas and scenarios to guide design decisions, improving the user interface for better navigation.
- Directed the redesign of digital media platforms enhancing user experience and interface, resulting in an increase of user retention by 15%.
- Collaborated with cross-functional teams in an agile environment to align UX strategies with business objectives leading to 25% increase in customer satisfaction score.
- Managed a team of 2 junior designers, fostering a culture of creativity and continuous improvement boosting team production by 30%.

UX/UI Designer 01/2020 - 02/2022

Upwork

Remote

- Contributed to the design of a cloud storage solution, enhancing user interaction and doubling the user base within the first year.
- Providing product teams with clear and actionable design guidance in the form of workflows, sketches (at a wide range of fidelity), mockups, wireframes, prototypes, etc.
- Optimized UI elements using predictive analytics, which increased daily active users by 20%.
- Provided UX insights that led to a 30% reduction in customer support calls.
- Initiated a quarterly feedback loop with clients, improving the product roadmap and user satisfaction.

EDUCATION

Associates of Arts in Business administration 08/2018 - 12/2020

Palm Beach State College

Boca Raton, FL

KEY ACHIEVEMENTS

★ Redesign Success at NextLevelSEM

Successfully worked on the redesign of NextLevelSEM's high priority clients, improving ease of use and customer satisfaction, as evidenced by a 15% increase in user retention.

🏆 Lead Product Innovations

Pioneered a user-centered design initiative that improved NextLevelSEM's design team productivity by integrating user feedback loops and holding workshops with my junior designers

✓ Efficiency Improvement

Worked with new prototyping tools at NextLevelSEM and Upwork that cut down the product testing phase by 30%, accelerating the feedback cycle.

SKILLS

User Testing · Product Strategy · Figma ·

Accessibility Compliance ·

Agile Methodologies ·

Interactive Prototyping ·

Information Architecture ·

Low-High Fidelity Mockups · Visual Design

CERTIFICATION

Certified UX Design Professional

Focused on advanced interaction design techniques, provided by Nielsen Norman Group.

Accessibility and Inclusive Design

Specialization in designing compliant and user-friendly digital interfaces, offered by the Interaction Design Foundation.