

Jonathan Olivo

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Education

BS Advertising, Art Minor

Texas State University | May 2016

SKILLS

UX/UI Design

Wire framing

Prototyping

Branding

Art Direction

Typography

Bilingual - Spanish

TOOLS

xD

Illustrator

Photoshop

InDesign

Premiere

InVision

Experience

UX/UI Designer | Silicon Labs

Austin, TX May 2022— Present

- Support the modernization of the client's website: from better publication process to active testing/targeting customers
- Execute the website page production process for ad-hoc updates, product launches, and campaigns
- Utilize digital metrics such as SEO and KPIs to drive updates to the website
- Partner with the IT web development team to execute new features, templates, components, and functionality
- Help develop a process for utilizing channels for active customer outreach: personalization, A/B testing, conversion optimization
- Conduct website audit and provide UX/UI recommendations to improve the overall digital experience and consistent reviews and updates of site sections
- Build relationships with cross-functional organizations to ensure the website reflects accurate content and promotes the customer experience
- Help improve the taxonomy and tagging to optimize website organization and structure
- Collaborate with marketing, business units, and sales on web content and taxonomy
- Partner with IT to create user stories for the development of new tools and components
- Leverage latest technologies for personalization, A/B testing, SEO, onsite search, etc., to meet goals
- Help conduct buyer journey and developer experience research
- Stay updated on best practices spanning design, UX, technologies, laws, and web strategy
- Provide recommendations to drive continuous improvement of our most important customer touch-points

Digital Design Manager | Kizen Technologies

Austin, TX | December 2021— March 2022

- Reported directly to Director of Marketing
- Manage design work from concept to delivery
- Work with other departments to understand design needs and deliver suitable assets to them
- Collaborate with marketing, business units, and sales on web content and taxonomy
- Conduct website audit and provide UX/UI recommendations to improve the overall digital experience and consistent reviews and updates of site sections
- Define the visual direction of a project to shape and position ideas for customer impact
- Contribute to the creation of new design systems
- Delivery of low, medium, and high fidelity page designs and scenarios
- Quickly and confidently designed wireframes, flow charts and mock-ups

Director of Creative Services | Alter Endeavors Digital Creative

Austin, TX | April 2018 — December 2021

- Internal branding and graphic design for Alter Endeavors
- Strategy for high-level clients; ie. Brand Strategy Guide and Road maps
- Design for high-level clients; ie. logos, brand identities, websites
- Work with COO to create and deploy department process
- Submit monthly financial reports
- Manage Graphic Designers
 - Lead kick-off and strategy calls with high-level clients
 - Ensure process is being followed across all projects
 - Monitor and improve Graphic Design team performance
- Hire and train new department team members
- Annual Performance Appraisal of Graphic Designers
- Initiate continued learning for self and department
- Join sales calls with CEO or Senior Consultant
- Work with COO + other Directors to develop cross-dept process