

Josy Garcia

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Education

California State University, Northridge

Northridge, CA

B.A. Graphic Design | 3.5 GPA

2018

- Awards: Dean's List 2017-2018
- Affiliations: AIGA Member, CSUN Social Impact Design Hub
- Relevant Coursework: User Experience and User Interface Design, Web Design, Design Systems, Research for Designing Experiences and Interactions

Professional Summary

Senior UX/UI Designer with 7+ years of experience delivering digital products across finance, healthcare, e-commerce, consumer electronics, and education. Skilled in leveraging AI-powered tools and Figma to accelerate design strategy, prototyping, and testing. Passionate about designing intelligent, trustworthy interfaces that empower professionals to work smarter and more efficiently. Skilled in leading end-to-end design for enterprise SaaS platforms, high-traffic e-commerce sites, and healthcare technologies, collaborating with cross-functional teams of 20+ stakeholders. Expertise in user research, wireframing, prototyping, usability testing, A/B testing, and design systems, with a strong focus on accessibility, scalability, and aligning design strategy to business goals.

Work Experience

Priority Financial Network | Mortgage Lending Company

January 2024- Present

Lead UX/UI Designer

Calabasas, CA

- Directed end-to-end redesign of internal mortgage and financial SaaS tools, improving workflow efficiency by 20% for loan officers.
- Designed data-heavy dashboards and complex approval flows that streamlined user decision-making and reduced friction points.
- Conducted 10+ usability tests via Maze and Figma prototypes, achieving a 90% task success rate.
- Partnered with engineering and product teams to ensure 100% design-to-dev accuracy using Figma and Zeplin.
- Built scalable component libraries and interaction patterns, reducing design debt and improving consistency across systems.

Mattel | E-Commerce

June 2022-November 2023

UX/UI Designer

El Segundo, CA

- Designed e-commerce UI and marketing emails that contributed to a 15% lift in online sales during campaigns.
- Produced 30+ wireframes and prototypes in Sketch and InVision, reducing stakeholder revision cycles by 40%.
- Collaborated with US and UK CRM and marketing teams, improving campaign engagement rates by 20%.
- Led the design QA with Zeplin, decreasing post-launch issues by 30% by recreating onboarding flows across 5+ campaigns by partnering with engineering and CRM teams.

Belkin | E-Commerce

May 2021-May 2022

Web Production Designer

El Segundo, CA

- Delivered 100+ optimized digital assets for global campaigns with a 98% on-time completion rate for global launches across Amazon, Shopify, and Belkin.com.
- Supported the Audio Refresh campaign by creating 4+ design sprints for 5 products, boosting sales by 20% across various e-commerce platforms like Amazon.
- Partnered with dev and marketing teams, accelerating campaign launches by 15% using Adobe XD and Photoshop.

PatientPop (a Tebra Company) | Healthtech SaaS

March 2019-April 2021

Senior Web Designer

Santa Monica, CA

- Designed and launched 200+ custom healthcare SaaS websites, improving lead conversion by 20% and traffic by 25%.
- Built SEO-optimized layouts using HTML/CSS on a customized WordPress-like platform, improving search rankings for medical practices, cutting production time by 30% per site.
- Collaborated directly with physicians and practice managers, boosting client satisfaction scores by 30%.
- Mentored a team of junior designers through the coding and design process, improving team size and productivity by 50%.

CSUN Graphic and Web Designer Assistant
Senior Web Designer

May 2016-June 2018
Northridge, CA

- Created 50+ logos, business cards, and banners using Illustrator and Photoshop, strengthening brand recognition.
- Delivered custom digital assets for multiple departments, reducing turnaround time by 20%.

Projects

Social Impact Design Hub
Project Manager

Northridge, CA
January 2018- June 2018

- Coordinated project workflows by organizing and managing all design assets, ensuring timely and successful project completion for nonprofit community clients.
- Acted as the primary client liaison, facilitating clear communication and aligning design outcomes with client goals.
- Delivered community-driven design projects that strengthened nonprofit branding and outreach impact.

Technical Skills & Relevant Certifications

Tools: Figma, Sketch, Zeplin, JIRA, Wrike, Miro, Adobe XD, Photoshop, Illustrator, WordPress, Shopify, Klayvio, WIX, Squarespace, [Monday.com](https://www.monday.com)

AI & Automation Tools: ChatGPT, Figma Make, Midjourney, Notion AI

Programming Languages: HTML, CSS, React

Methodologies: User Research, Wireframing, Prototyping, Usability Testing, Design Systems, Accessibility