

Jacob Berroya

Product Designer
Portfolio | JacobLBerroya.com

4350 S. Hualapai Way
Las Vegas, NV 89147
(702) 497-1365
JacobLBerroya@gmail.com

EXPERIENCE

Lead Product Designer, Onenet LLC

2022- 2023

- Lead design team to design their in-house game distribution platform
- Lead design team to create their company website as well as video game dedicated website
- Lead team in sourcing, vetting, and managing a focus group of 40+ participants
- Conducted research to finalize pain points, user personas, and user journey maps
- Presented iterations to all relevant stakeholders including upper management and executives

Product Designer, Secret LLC

2021- 2022

- Designed first ever cryptocurrency wallet for the Secret Network (Alpha)
- Designed Secret Wallet mobile app for Secret Network (Alpha)
- Designed crypto blockchain explorer (SecretNodes.com)
- Conducted product research with 1,800+ user participants
- Handled product design from start to finish for SecretNodes.com

User Interface Designer, InnoSupps (Contract)

2021- 2021

- Designed web application for the company's newest product, Slim Sleep
- Created A/B testing designs for the company's current websites
- Introduced the UX Design Process as well as Figma to the design team
- Handled UX design process from start to developer hand-off
- Developed wireframes and basic prototypes for company products
- Documented and organized all research information
- Optimized websites for SEO

SKILLS

- Proficient in Figma and UX design foundations
- Experience in Agile Product Development Environments
- Proficient with creating wireframes and prototypes
- Fluent in Adobe Illustrator & Photoshop
- Fluent in Adobe Premiere Pro & After Effects
- Knowledge of HTML and CSS

EDUCATION

- Graphic Design - 2016 - 2019
University of Nevada, Las Vegas
- Criminal Justice -
2014 - 2016
University of Nevada, Reno