

EDWIN GARCIA - FELIX

UX/UI Designer

Seattle, WA 98122 | (206) 832-5946 | edwingfy@gmail.com
linkedin.com/in/edwin-garcia-felix

Passionate UX Designer with 5+ years of experience in customer service, leading and collaborating with teams at large retailers and in the field. I have a proven ability to provide the best experience to clients, through genuine, friendly, and memorable interactions. With a background in customer service and Bachelor's education in Psychology, I take deep consideration into the user experience throughout my design process. The unknown and my curiosity push me towards discovery in the world of UX Design.

SKILLS AND TOOLS

Skills | Information Architecture, Card Sorting, Competitive Analysis, Task Analysis, User Research, Survey Design, Affinity Mapping, Problem Statements, Personas, Sketching, Wireframing, Prototyping, Usability Testing, UX Writing, Visual Design, Presenting, Storytelling

Tools | Figma, Balsamiq, Marvel, Adobe After Effects, Photoshop, Google Workspace, Notion, Slack, Zoom

EXPERIENCE

UX DESIGN FELLOW | General Assembly, Remote

(03/2022) – (06/2022)

- Led research in a platform designed to ease career transitions. Create and collected 40+ survey responses using Google forms and conducted user interviews to define pain points that led to thoughtful and creative solutions
- Conducted redesign of a business's e-commerce website to improve the checkout process. Conducted usability tests on iterations of wireframes, low, and high fidelity prototypes created through Figma
- Organized sessions during a 3-week project through Slack and email to collaborate with the design team and stakeholders to meet requirements based on user feedback

FIELD OPERATIONS SPECIALIST | Peloton, Seattle, WA

(08/2021) – (02/2022)

- Provided over 300+ customers with a comprehensive orientation on Peloton products
- Navigated unforeseen issues in the field and found suitable solutions through troubleshooting
- Gathered 50+ surveys a month that provided feedback to improve customer experience and team operations

LOGISTICS/ FULFILLMENT SPECIALIST | Target Corporation, Seattle, WA

(10/2017) – (08/2021)

- Assisted in leading a 7-month remodeling project that improved customer experience
- Collaborated with professional outsourced teams and organized timelines to keep track of weekly deadlines
- Managed and prepared upwards of 1200 orders daily, an increase of 140% based on company expectations
- Increased team productivity by providing a positive attitude through the communication of tasks

EDUCATION

Bachelor of Arts in Psychology | University of Washington, Seattle, WA