

# Genebie Cruz

User Experience Designer

**genebie.com**

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A generalist designer with sharp business acumen, a deep understanding of software development, and an interest in big data. I utilize all the skill sets I've learned throughout my career in Finance and now in UX Design to build delightful products for my users.

## Skills

### Design

UX Research

UX/UI Design

Agile Development

Wireframing

Prototyping

User Testing & Interviews

Product Management

Design Thinking

Design Systems

Data Visualization

### Software

Figma

Sketch

Invision

GitHub / Bitbucket

Microsoft Power Tools

Tableau

Miro

Lucidchart

Jira/Confluence

HTML

CSS

JavaScript / JQuery

CMS Web Design

### Language

English

Tagalog (Philippines)

Spanish

## Education

### User Experience Design

General Assembly

San Francisco - Apr 2018

### BS - Communications

University of California

Davis - Jun 2005

## Volunteer

### Mentor

Global Citizen Year Academy

2021 — Present

## Experience

### Product Designer

REEF Technology

Remote, Chicago-based

Jan 2021 — Present

- Perform product management function from gathering business requirements, writing user stories, and creating a product roadmap
- Ensure platform-wide consistency through documentation of use cases and UI elements
- Define product solutions & concepts and analyze technical requirement
- Built proof of concept to get user feedback and attract organization interest and led the design and quality assurance of an MVP
- Utilizes and adheres to company-wide design system library
- Designed data visualization mock-ups and collaborated with data analysts on Tableau implementation
- Structure and conduct UX research efforts with users to make data-driven design decisions

### User Experience Architect

Shop Your Way

Chicago, IL

Jul 2019 — Dec 2020

- Collaborated with developers, product managers, and business analysts on concept generation for a new e-commerce native app
- Implemented and integrated conversational interface in web app to streamline customer service
- Led the designs and UX implementation for a member loyalty rewards program
- Facilitated design sprints utilizing Google's Sprint methodology
- Conducted UAT testing with stakeholders and end-users
- Worked on desktop, mobile and tablet platforms

### User Experience Designer

Fellow app at Venables, Bell & Partners

San Francisco, CA

Sep 2018 — Dec 2019

- Built and launched a community-building/mentoring app directed towards women in Advertising (Product launched in App Store on Nov 2019)
- Improved end-to-end experience by gathering insights from usability tests, interviews and iterative design
- Built wireframes, sitemaps, user flows, and prototypes
- Worked closely with engineers during development

### User Experience Designer

Foglifter Journal

San Francisco, CA

Mar 2018 — Apr 2018

- Worked closely with stakeholders on defining a product strategy
- Performed competitive analysis to provide strategic insights into the solutions and feelings evoked by similar companies
- Conducted heuristic evaluation of existing experience
- Created, refined, and tested prototypes for the home page and retail funnel
- Assisted with the website redesign for journal's digital magazine

## Other experience

### Accountant

Advertising & Hospitality

New York, Chicago, San Francisco

2008-2018

- Worked in five-star hotels in New York & Chicago, providing luxurious and delightful experience to customers
- Managed national broadcasting budgets for high-profile accounts like Audi, PlayStation, MillerCoors, PepsiCo, Adobe, Celebrity Cruises and Comcast for award-winning ad agencies Goodby, Silverstein & Partners and Venables, Bell & Partners
- Analyzed and processed business data and translated them into easily digestible formats for cross-functional teams
- Oversaw Accounts Payable & Accounts Receivables as well as managed offshore teams, processed month-end reporting, balanced and reviewed the General Ledgers with CFOs
- Researched, prepared and defended financial and tax documents during audits