

JORGE A. CAZARES

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SENIOR UX DESIGNER

Senior UX Designer with 5+ years of experience delivering end-to-end product design across consumer apps, mobile platforms, and enterprise tools. Promoted three times at Publicis Sapien, with experience leading design pods on multi-million dollar accounts across telecommunications, healthcare, and financial services. Comfortable operating across the full design process, from discovery and research through high-fidelity execution and launch, and skilled at working closely with product and engineering teams to bring ideas to life.

SKILLS & TOOLS

Design & Prototyping: Figma (since 2019), Adobe Creative Suite, Principle, wireframing, user flows, high-fidelity design, interactive prototyping, motion design, responsive and adaptive design

Research & Strategy: User interviews, usability testing, discovery workshops, journey mapping, competitive analysis, behavioral design, stakeholder alignment

Systems & Craft: Design systems, component libraries, UX writing and microcopy, information architecture, WCAG AA accessibility, content strategy

Technical & Collaboration: HTML, CSS, JavaScript (working knowledge), cross-functional team leadership, Agile/sprint workflows, generative AI tools

EXPERIENCE

PUBLICIS SAPIENT, Chicago, IL

January 2020 - Present

Senior UX Designer

- Progressed through three promotions from junior to senior over 5 years, taking on increasing ownership of strategy, client relationships, and team leadership.
- Led end-to-end product design for a 0-to-1 agentic marketing platform for a multi-billion dollar healthcare company, defining interaction paradigms for an AI-powered product with no prior design precedent.
- Led a pod of designers on a multi-year consumer mobile app redesign for a large telecom company, as part of a \$22M account, owning work end-to-end from discovery through launch. Key contributions included:
 - Designed a high-stakes consumer safety feature end-to-end, applying behavioral design principles around clarity, trust, and immediacy to help users act confidently in urgent situations.
 - Designed a roadside assistance feature covering service requests, live location tracking, status notifications, and service provider connection, following a full process from competitive research through hi-fi design and user testing.
 - Designed the navigation architecture for a core settings menu, restructuring app controls into a coherent, intuitive hierarchy for millions of users.
- Ran user research, facilitated client workshops, and built high-fidelity prototypes in Figma and Adobe Creative Suite to drive alignment across product, engineering, and design stakeholders.
- Owned UX writing and microcopy across product touchpoints, ensuring clarity and consistency across all user-facing screens.
- Designed accessible, responsive experiences across web and mobile, with working knowledge of WCAG AA standards and front-end technologies including HTML, CSS, and JavaScript.
- Contributed to and maintained design systems across multiple projects, ensuring visual and interaction consistency at scale.
- Integrated generative AI tools into the design process to accelerate ideation and iteration.

EDUCATION

B.S., Information, UX Design, Economics
University of Michigan, Ann Arbor

Information, UX Design