NAOMI CORTEZ

UX DESIGNER • AUSTIN, TX

UX Designer with a background in Education who utilizes data-driven and user-centered principles to effectively bring designs through the product life cycle.

EXPERIENCE

TEXAS MUTUAL INSURANCE COMPANY
Mar 2024- Jan 2025

UX DESIGNER

- Modernized the company's logged-in experience by developing intuitive solutions that addressed diverse user needs, resulting in improved platform accessibility and a more efficient navigation.
- Redesigned printed documents and email templates to ensure consistency, clarity, and accessibility across mediums, aiming to decrease customer inquiries and enhance user comprehension.
- Collaborated with cross-functional teams (product owners, developers, UX researchers) to align on project goals, leverage insights, and create cohesive design solutions that met both business and customer needs.

INDEPENDENT CONSULTANT
Nov 2022- Present

UX & WEB DESIGNER

- Optimized website design and functionality for non-profits and small businesses, driving online traffic, increasing brand visibility, and improving customer satisfaction and revenue.
- Enhanced user engagement and site performance by conducting site audits, competitive analysis, and user testing, iterating designs to address pain points and achieve a 20% average increase in conversion rates and a 25% reduction in bounce rates across multiple websites.
- Transformed branding for small businesses into visually captivating, fully responsive websites that enhanced user experience and ensured seamless interactions, resulting in positive feedback and improved conversion rates.

LUXYFUND
May – Jul 2022

PRODUCT DESIGNER

- Created comprehensive brand guidelines, a design system, and reusable patterns, ensuring accessibility, consistency, and a cohesive user experience across all digital touchpoints.
- Refined existing UI designs and restructured information architecture to improve usability by 20%, focusing on enhancing user interactions and streamlining navigation.
- Advocated for user needs by leveraging data-driven insights from research, competitive analysis, and usability testing to refine user flows and introduce impactful features, significantly enhancing the overall product experience.

AUSTIN INDEPENDENT SCHOOL DISTRICT
Aug 2017 - Jan 2023

BILINGUAL SPECIAL EDUCATION TEACHER

- Created tailored instructional materials for bilingual elementary Special Education students, applying UX principles like empathy, accessibility, personas, and user stories to deliver effective and inclusive learning experiences.
- Led bilingual Special Education students to achieve 100% mastery of Texas Education Agency standards, with 95% passing the STAAR exam in at least one content area, demonstrating the effectiveness of personalized, user-centered teaching approaches.

CONTACT

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EDUCATION

SPRINGBOARD
2022

UI/UX Design Career Track

THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY
2017

Bachelor of Arts

Multidisciplinary Studies: Special Education

TOOLS

Figma	Invision
AdobeXD	Canva
Sketch	Marvel
FigJam	Trello
Miro	Jira
Invision	MS Teams
UserZoom	Slack

SKILLS

Bilingual English/Spanish
User Flows
Heuristic Analysis
Information Architecture
Journey Mapping
User Research
Usability Testing
Sketching
Wireframing
Prototyping
High Fidelity Design