

José Morales Mendizabal

jf-mm.com/portfolio

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RECENT EXPERIENCE

IDB Invest, Washington, D.C. — Digital Product Manager

APRIL 2018 - NOV 2020

Creates and leads the product, design, and communication strategy for the IDB Invest Web platform. Leverages user experience (UX) design and web development best practices to provide great content that meets target audience needs and fulfills business marketing objectives. Collaborates with designers, developers, multimedia content producers and social media channel managers to execute the IDB Invest digital communication initiatives.

IDB Invest, Washington, D.C. — Lead UX Designer

APRIL 2018 - NOV 2020

Lead the User Experience (UX) design efforts for IDB Invest's technology team. Uses design thinking process (research, ideation, prototyping and testing.) iteratively to drive the product design process of several corporate and financial systems used by IDB Invest employees. Directs and collaborates with a team of offshored developers to implement delightful web applications that solve real business problems.

Inter-American Development Bank, Washington, D.C. — Digital media and communications consultant

JUNE 2015 - MARCH 2018

Worked in the development, design and execution of corporate communication campaigns. Lead the technical and conceptual execution of digital communication products (intranets, landing pages, digital story-telling).

Alan L. Freed Associates, Alexandria, VA — Digital Communications and Marketing Associate

JANUARY 2014 - JUNE 2015

Redesigned and developed corporate website on Wordpress CMS platform employing a "mobile-first" software development process and UX research methods such as user interviews and surveys. Created a blog/editorial calendar to position the brand amongst competitors.

CERTIFICATIONS & COURSES

Digital Product Management
UVA Darden School of Business
- Oct. 2020

Certified ScrumMaster (CSM)
Scrum Alliance - Jun. 2018

Foundations in Design
Thinking
IDEO U - Dec. 2018

AWARDS

Outstanding Contributor in
Digital Media Design - James
Madison University

Creative Writing Senior
Award - James Madison
University

LANGUAGES

English - Native proficiency

Spanish - Native proficiency

French - Elementary
proficiency

WEBSITES

www Blog - jf-mm.com



Codepen - [@moralejf](https://codepen.io/moralejf)

EDUCATION

Boston University, Boston, MA — *M.S. Computer Information Systems, Cum Laude*

SEPTEMBER 2014 - MAY 2016

Web application development concentration.

James Madison University, Harrisonburg, VA — *B.A. Media Arts and Design, Cum Laude*

SEPTEMBER 2009 - MAY 2013

Digital media design concentration.

THOUGHT LEADERSHIP: PUBLICATIONS AND TALKS

From UX to EX: Designing Great Employee Experiences on Your Corporate Intranet

FEBRUARY 12, 2018

How to apply UX methodologies to enterprise tools. Learn how to test your information architecture, define your content strategy, and use interactive experiences to better explain complex information.

[Read article.](#)

Abriendo la Web: Diseñando Espacios Digitales Inclusivos — *Blog Abierto al Público*

JUNE, 2017

The average user does not exist. Therefore, it's important to "design for the extremes" using progressive enhancement and being conscious about the real monetary cost of one's website to the end-user. [Read article.](#)

The (All Inclusive) World Wide Web - iTalk

MAY, 2017

Are we really creating an inclusive Internet? Are we really creating useful and affordable digital experiences for emerging markets? [Watch talk.](#)

TECHNICAL SKILLS & TOOLS

Adobe Creative Suite: Adobe XD, InDesign, Photoshop, Illustrator, etc.

Product Design: Survey design, Personas, journey maps, Prototyping, usability testing.

DIGITAL COMMS. PORTFOLIO

By Jose Morales Mendizabal

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