

José Morales Mendizabal

jf-mm.com/portfolio

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RECENT EXPERIENCE

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

NOV 2020 - PRESENT

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 deliver great content that meets target audience needs and fulfills business marketing objectives. Crafted web optimization strategy to reduce the data footprint of IDB Invest's website in mobile networks in developing countries. Championed Web Accessibility as a core initiative for the product, working with accessibility auditors to stress-test the website and optimize experience for users with disabilities.

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

APRIL 2018 - OCT 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. Directed the implementation of a Design System to create a more agile design practice. 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 (websites, 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 audience research methods such as user interviews and surveys. Created a blog/editorial calendar to position the brand amongst competitors.

CERTIFICATIONS

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

Need for Speed: How to Optimize for Web Performance and Improve Lives While You're At It.

APRIL, 2021

In 2021 I crafted an optimization strategy to make the IDB Invest website faster and cheaper to download in countries around the globe, especially to those in the developing world. In this talk I cover the reasons why web optimization matters now, more than ever, and actionable steps to use when optimizing your own web products. [Watch talk.](#)

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

Software tools: Adobe XD, InDesign, Photoshop, Google Analytics.

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