



José Atencio Jiménez

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Experience Architect | NextEra Energy (02/2025 – Present)

- **Leading user experience design efforts for internal Salesforce applications** across energy and utility teams, aligning product experiences with user needs and regulatory standards.
 - Partnering with product managers, engineers, and stakeholders to define scalable design systems and UX patterns for enterprise-wide applications.
 - Conducting user research, usability testing, and iterative prototyping to improve user flows for operations dashboards and field service tools.
 - Delivering wireframes and high-fidelity mockups in Figma, ensuring efficient developer handoff through clear annotations and design specifications.
 - Supporting the creation and evolution of design standards to ensure consistency and accessibility across NextEra's digital platforms.

UX Designer | Freelancer (06/2023 – 01/2025)

- **Redesigned the HealthLynked COVID-19 Tracker App**, increasing user satisfaction and engagement by:
 - **Designing an interactive map system** with filters for location and date, enabling effortless visualization of COVID-19 trends.
 - **Engineered advanced data visualization tools**, including dynamic graphs and charts, to provide clear, actionable insights over customizable time frames (daily, weekly, monthly, and quarterly).
 - **Streamlining user journeys** with intuitive navigation, real-time alerts, and community forums featuring up-to-date variant information, such as Omicron.
- **Designed and developed the Dispatch website from concept to publication:**
 - Conducted stakeholder interviews to gather requirements and business goals.
 - Built wireframes and interactive prototypes in Figma to validate the design structure and user flows.
 - Ensured responsive design across devices, aligning with modern web standards.
 - Focused on optimizing page load performance and SEO-friendly structures for better visibility.
- **Delivered UX design solutions for new features** developed with the Salesforce Lightning Design System and Figma for a map view tool and offline mode for native applications, ensuring seamless integration and enhanced user engagement.
- **Enhanced HealthLynked's Desktop and Mobile UX**, Built wireframes and interactive prototypes in Figma to validate the design structure and user flows:
 - **Optimized the doctor search module** with new filters for distance, provider ratings, and in-network status, accelerating booking conversions.
 - **Revamped the doctor profile page** to include ratings, an interactive location module, patient reviews, and a calendar picker for seamless scheduling

UI/UX Designer | Youreka (08/2021–08/2023)

- **Redesigned the Accounts Dashboard with improved usability and insights**, using Figma for all wireframes and prototypes:
 - Introducing a map view showcasing account locations.
 - Adding account status indicators, check-in/check-out functionality, and distance metrics.
- **Reimagined the Form UI and workflows using Figma components and interactive prototypes** for stakeholder reviews. Incorporated form field configurations, notifications, and advanced conditional logic to streamline workflows.
- **Designed experiences aligned with Salesforce Lightning Design System, using Figma libraries** to maintain consistency.
- **Designed and developed the Youreka website, enhancing the company's digital presence:**
 - Established a consistent design system for cohesive brand representation.



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- Built an accessible and visually engaging interface to increase user retention.
- Collaborated with marketing teams to integrate dynamic content, blog sections, and landing pages optimized for lead conversion.
- Leveraged modern frameworks to ensure seamless performance and cross-platform compatibility.
- **Designed a series of industry-specific white papers** covering Manufacturing, Oil & Gas, Healthcare & Life Sciences, Field Service, and Consumer Goods.
- **Created infographics and visual content to support documentation** and solution briefs for technical audiences.
- **Designed and maintained Youreka's current marketing website** and helped define its mobile app design system in Figma for cross-platform consistency.

UI/UX Designer | Synaptic Advisors (08/2016 – 08/2021)

- **Designed a responsive app for smart forms and assessments** in the Salesforce Ecosystem, focusing on user flows, accessibility, typography, and alignment with the Salesforce Branding Guidelines:
 - **Designed and prototype mobile sync and login functionalities** for seamless production and sandbox environment management.
 - **Prototyped an interactive map** system with task scheduling, contextual lightboxes, and real-time job statuses, enhancing task management efficiency.
 - **Designed a guided setup for the template builder** with onboarding flows, timeline visualization, and field-linked questions, resulting in an increase in downloads in the AppExchange.
 - **Led all marketing design efforts for 4 consecutive Dreamforce campaigns**, including booth design, brochures, social media ads, and branded assets.
 - **Produced high-impact graphics for email campaigns**, tradeshow visuals, and white papers targeted at Salesforce ecosystem stakeholders.
 - **Designed infographics and technical one-pagers** to support internal training and external partner education.

Education

- **User Experience Specialization:** CareerFoundry GmbH | 2022 – 2023
- **User Experience immersion:** CareerFoundry GmbH | 2022 – 2023
- **Webmaster Diploma:** Universidad Rafael Belloso Chacín | 2014 – 2015
- **Bach. In Science of Graphic Design:** Universidad Rafael Belloso Chacín | 2004 – 2009

Certifications

- **Webflow Certification:** CareerFoundry GmbH | 2022 – 2023
- **Salesforce Pardot:** 2023 – 2024

Skills

- **User Experience Design:** Wireframing and prototyping, Interaction design, Information architecture, User research, Usability testing, Critical thinking, User flow, mockups, heuristic evaluations, Human Centric Design, Design Systems, and User journeys.
- **Design Tools:** Figma (primary for wireframes, interactive prototypes, design systems, collaborative dev-handoff), plus Sketch and Adobe Creative Suite.
- **Technical Skills:** HTML, CSS, JavaScript, jQuery, Tailwind CSS, Bootstrap Framework, Email Development using MJML, PHP, MySQL, Webmaster, WordPress, Webflow