

EDGAR GREPO

Product Designer

PROFESSIONAL SUMMARY

Product Designer with 3+ years of experience creating accessible, user-centered digital experiences. Skilled at balancing creative design with technical constraints through front-end development background and modern design tools. Adept at research-driven problem-solving and collaborating with cross-functional teams to deliver impactful business solutions. Seeking to grow and contribute in an environment that values continuous learning and diverse, innovative projects.

EMPLOYMENT HISTORY

Product Designer at Pixels & Form | Seattle, WA

March 2021 - Present

Digital agency specializing in product design and app development, crafting digital experiences for startups and enterprise-level clients.

- Designed complex features across multiple products ranging from responsive web applications to dashboards, driving improvements in user workflow efficiency and team collaboration.
- Developed and evolved design systems that streamlined development handoff and maintained consistent experiences across product lines.
- Synthesized user research and usability testing sessions to validate design decisions and identify opportunities for product improvement.
- Coordinated with an Agile based cross-functional team to align product & development teams, defining project scope, product strategy, user pain points and design goals.
- Established new processes for organizing design files and documentation, improving team collaboration efficiency.

Freelance Web & UX Designer | Issaquah, WA

Nov 2016 - Present

Spearheaded projects for clients to build an online presence through user-centered design & marketing.

- Partnered closely with small business owners to understand their unique challenges and aspirations, translating their vision into engaging digital experiences that authentically represented their brands.
- Established collaborative feedback loops with clients throughout the design process, ensuring designs not only met aesthetic preferences but drove meaningful business outcomes.

Generalist Designer at United Volleyball Supply | Redmond, WA

May 2017 - Dec 2021

Leading e-commerce company for volleyball equipment manufacturing, serving pro leagues, colleges, and youth sports.

- Increased e-commerce conversions by 24% through data-driven redesigns and development (HTML/ CSS, Javascript, PHP) of underperforming pages, focusing on user engagement and retention.
- Led mobile-first redesign initiatives to enhance cross-device shopping experience, reducing mobile bounce rates by 31%.
- Partnered with schools and leagues to translate their unique brand identities into custom printed equipment designs, ensuring each product authentically represented their team spirit and visual identity.
- Redefined internal business workflow processes, leading to improved team productivity and customer satisfaction.

EDUCATION

EASTERN WASHINGTON UNIVERSITY

Bachelor of Science in Exercise Science

Cheney, WA

Jul 2014

CODING DOJO

Web Development Certificate

Bellevue, WA

May 2024

SKILLS

Design Tools: Figma, Sketch, Adobe Creative Suite

Product / UX: Wireframes, Storyboards, Prototyping, Visual Design, Interaction Design, Usability, Information Architecture, Research, User Interviews

Process: Agile, Iterative design, Data-driven decision-making

Development: HTML/CSS, Javascript, React, Vue.js

LINKS

Portfolio: www.edgargrepo.com

Linkedin: www.linkedin.com/in/edgargrepo7/