

Jason Estrada Vargas

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SUMMARY

Creative and results-oriented Social Media & Digital Marketing Specialist with proven success driving engagement, growing audiences, and delivering strategic content for brands and organizations. Skilled in crafting compelling stories, producing high-quality visuals, and executing integrated organic and paid campaigns across platforms. Adept at monitoring analytics, optimizing strategies in real time, and collaborating with cross-functional teams. Bilingual (English/Spanish) with a strong foundation in design, branding, and user experience.

CORE STRENGTHS

UX Designer | User Researcher & Analysis | Bilingual | Accessibility Thinker | Problem-Solving | Prototyping | Wire-framing | Designer Tools (Figma, Notion, Trello, Miro, UserTesting, Google Suite, Adobe Suite) | Visual & UI Design | Sketching | SEO | Critical Thinking | Listener | Storyteller | Observer | Collaborator | Creative | Leader | Influencer | Accountable | Integrity | Adaptable | Organized | Team Player | Respectful | Empathy | Dynamic | Dedicated

WORK EXPERIENCE

Iglesia de Cristo Ebenezer Monroe

Social Media Manager and Graphic Designer

Monroe

June 2024 - Present

- Design graphics for events and an ongoing monthly event for social media publishing.
- Grew engagement by 41% and 20% in views during the past 28 days.
- Photograph and record video for publishing on social media platforms.
- Track data and analyze the engagement from weekly postings.

DESIGN EXPERIENCE

Vanishing Seattle

UX Designer & Researcher

Seattle

June 2023 - Present

- Conducted an audit to identify competitors and the flaws of the current website.
- Researched questions for the survey to better understand the audience and their desires for the website.
- Sketch mockups and design the low and high fidelity of the redesigned website.
- Scheduled and moderated 4 usability tests with the old and new redesign website.

P.A.R.T.

UX Designer

Bothell

January 2022 - June 2022

- Researched how physical therapy has evolved and what technology has been used in physical therapy.
- Sketch mockups for the AR platform and design the low, mid, and high fidelity of the AR platform.
- Composed the competitive analysis of 4 web platforms and 3 AR platforms.
- Sketched and designed the adherence portion of the web portal.

UW Bothell COVID-19 Website

UX/UI Designer

Bothell

January 2022 - March 2022

- Tested the current website to figure out what works and what doesn't.
- Produced a competitive analysis of 3 different sites from universities.
- Sketched the low fidelity mockup of the redesign and designed the high fidelity prototype.
- Conducted usability tests on the high fidelity prototype.

Woodland Park Zoo Empathy App Project Proposal

UX/UI Designer

Bothell

September 2021 - December 2021

- Researched analytics, experiences from other Zoo websites across the country.

- Provided pros and cons feedback from different websites.
- Documented links from Zoos, hunt statement, and questions for stakeholders through Google Docs.
- Sketched the low fidelity mockup of the mobile application and designed the mockup.

EDUCATION

University of Washington

B.A. in Interactive Media Design

- Dean's List 2019 – 2022

Bothell

09/2020-06/2022

B.A. in Media & Communication Studies

- Dean's List 2019 – 2022

Bothell

09/2020-08/2022

Master of Communication in Digital Media

- *Specialization in UX Design, Marketing & Branding, and Social Media*

Seattle

09/2022-06/2024