

# IRVING RIVERA

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## EXPERIENCE

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### LEADHACKS | DESIGNATION

Oct 14 – Present

UX Designer

[DealRoom](#)

- Conducted stakeholder interviews, usability testing, and heuristic evaluations to identify the users' needs. Resulting in the creation of a new IA structure and dashboard interface for the tracking of the M&A due diligence process.

UX Designer

[BabyBin](#)

- Performed user-centered research leading to the creation of a fully interactive high-definition prototype with over 35 screens under a mobile-first approach for a subscription based eCommerce site.

Product Owner

[ClinicalSolutions](#)

- Designed and built a web application in the healthcare sector with the goal of creating an online marketplace that connects potential clinical trials volunteers to medical researchers with just one-click.

Marketplace Author

[LeadPages](#)

- Designed 12 responsive web landing/marketing page templates. Resulting in the sale of over 800 copies.

### US ARMY

Jan 10 – Sep 15

Human Resources Manager

[DIVARTY](#)

- Led a six-member team responsible for all aspects of personnel services such as accountability and information management for a battalion size element with over 600 Soldiers. Achieving an operational readiness of 86.36%.

Infantry Platoon Leader

[3-8 CAV](#)

- Responsible for the planning and execution of all collective and individual training tasks and war-fighting functions. Managing of over \$21 million of equipment.

Company Executive Officer

[MCoE](#)

- Principal advisor to the company commander regarding all services and support operations. Second in command for a company size organization comprised of 200 personnel and staffed by 20 senior leaders.

### UNIVERSITY OF PUERTO RICO: MAYAGÜEZ

B.S. Industrial Engineering | 3.20

Production Designer

[AgroteenFarms](#)

- Developed a comprehensive business and cultivation plan for the farming of Shado Beni. Accomplishing a net production gain of 516.14%.

Workstation Designer

[General Electric](#)

- Redesigned the entire production line of circuit breakers TQD using lean and just-in-time manufacturing techniques. Realizing a labor cost reduction of 29.13%.

## SKILLS

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A/B Testing; Content/Email/Paid Marketing; Conversion Optimization; Copywriting; Data Visualization; Information Architecture; Interaction Design; Lean-6  $\sigma$  /TQM; Mobile-first Design; Native App Design; Personas Development; Prototyping; Responsive Web Design; Statistical Analysis; Usability Testing; User Research; Wireframing.

## TOOLS

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Axure RP Pro; Draw.io/Visio; Excel; Facebook Power Editor/AdWords; Google Analytics; HTML5/CSS3/jQuery; Illustrator; InVision; LINGO/Arena; Minitab; Optimizely; Photoshop; Proto.io; Sketch; WordPress/AWeber.

[LinkedIn](#)

[Dribbble](#)

[Portfolio](#)

[SlideShare](#)