

JOSE BAO

Digital Design Manager | UX/UI

Experienced Digital Designer and Product Manager with a robust background in UX/UI and startup leadership. At Carnival Cruise Line, I lead a team in digital and interface design and agile project management. As a co-founder of Hula, I directed global product development, earning recognition for our sustainable community impact. Skilled in Figma, Webflow, and agile methodologies, I deliver cohesive digital ecosystems that resonate with a global audience.

Experience

● UX / UI / Lead Digital Designer

Carnival Cruise / Oct 2018 – Present

Carnival Corporation & plc is a British-American cruise operator. Currently the world's largest travel leisure company, with a combined fleet of over 100 vessels across 10 cruise line brands.

- Developed a design system for email campaigns, increasing click-through rates by 20%, boosting email-driven sales by 25%, and reducing design time by 30%.
- Agile Project Management: Implemented Scrum, leading daily scrums with CRM and stakeholders for continuous homepage updates and alignment.
- Stakeholder Collaboration and Research: Led workshops and conducted stakeholder interviews, partnering with CRM and retail departments for technology and audience insights.
- Prototype Development: Created low-fidelity prototypes and visual designs to enhance digital interaction and aesthetics.
- Developed and launched Webflow templates for fast, targeted marketing campaigns, significantly boosting new user engagement, increasing leads by 22%, and ensuring perfect ADA compliance (AA).
- Digital and eCommerce Strategy: Led the redesign of Carnival retail store, improving UX/UI using Figma and creating a flexible digital ecosystem.
- Team Leadership: Led a team of 7 digital designers, implementing Figma and other work methodologies to improve workflow and collaboration.

● UX / UI / Digital Designer

InPulse Digital / Sep 2017 – Oct 2018

InPulse Digital is a digital strategic consultancy and content publisher focused on the US Hispanic and Latin America markets, boasting high-profile clients like Food Network, E! Online, SyFy, and Univision. In my role, I was responsible for:

- Design Innovation: Spearheaded the design and low-fidelity prototyping of user interfaces and digital products, focusing on innovative solutions tailored to engage diverse audiences.
- Visual Strategy: Led the conception, design, and execution of all digital visuals, significantly enhancing project aesthetics and functional appeal across various platforms.
- Team Leadership: Managed a multinational team of 6 based in Miami, Uruguay, and Argentina, fostering collaboration and driving project excellence in a dynamic, cross-cultural environment.

● UX / UI / Designer

Hula App / Jan 2018 - 2021

Hula is an innovative mobile app startup that facilitates local exchanges and trades of unused items, enhancing sustainability and community engagement. As Co-Founder and Lead Product Developer, my key contributions included:

- Conceptualization and Strategy: Co-developed the initial concept, guiding Hula from ideation to execution, ensuring alignment with user needs and market trends.
- Design Leadership: Crafted comprehensive design systems and high-fidelity prototypes using Framer and Xcode, establishing a robust framework for user interaction.
- Global Team Management: Directed product development efforts across diverse teams in the USA, Europe, and India, optimizing collaboration and efficiency.
- User Acquisition: Successfully acquired 15,000 users from a previously unknown app in Sweden, demonstrating the ability to identify and capture a new user base through targeted strategies.
- Award-Winning Impact: Led Hula to win the UN's Circular Economy Challenge, collaborating with the UN's teams in Finland and India to promote sustainable consumer behaviors through technology.

Zubi / Sep 2014 – Jan 2016

Digital Art Director

Zubi Advertising Services, Inc., a pinnacle in Hispanic marketing, is renowned for its expertise in digital and experiential marketing, deeply rooted in a philosophy of erasing stereotypes and enhancing cultural representation. With clients like Ford Motors, JPMorgan Chase & Co, and Dunkin Donuts, I was responsible for:

- Digital Design and Strategy: Oversaw the visual design across digital platforms including websites, apps, and digital banners, aligning with Zubi's mission to create culturally relevant campaigns that resonate within diverse markets.
- Creative Ideation and Execution: Led brainstorming sessions and conceptualized creative strategies that were not only innovative but also culturally attuned, contributing to Zubi's reputation for award-winning campaigns.
- Leadership and Collaboration: Managed a dynamic team in a full-service environment, fostering creativity and integration across functions to deliver market-leading results.
- During my tenure, I contributed to projects that won 'Site of the Day' awards at Awwwards, reinforcing Zubi's commitment to high standards in digital creativity and execution."

Webbuzz / Mar 2011 – May 2013

Founder, Web Designer/ UX / UI

Webbuzz is a digital marketing company for small businesses, with offices in Madrid, Spain; Bogotá, Colombia; and Miami, Florida, USA.

- Founded and built the agency, leading the overall design, client base development, and digital marketing plans and strategies for all clients.
- Managed project development for digital products, websites, and apps.
- Led a team of 4 employees, optimizing collaboration and efficiency across diverse projects.
- Secured and managed high-profile clients including 20th Century Fox, Lustau Bodegas, and Biotherm Homme.

Fnac.com / Feb 2009 – Mar 2011

Web Designer/developer

Fnac is a French-owned company and one of the largest online retailers in Europe, known for its extensive array of cultural, leisure, and tech products.

- Solely tasked with the management of the design department, overseeing all digital creative initiatives.
- Managed a team of 4 employees, optimizing design workflows and ensuring high-quality output.
- Responsibilities included the creation of digital ads (banners and Rich Media), website maintenance and updates, development of marketing campaigns, and creation of apps and landing pages. Monitored and iterated on campaign performance to drive continuous improvement.
- Leveraged and adapted the French version of the website for local markets, maintaining constant communication with the French teams to ensure consistency and alignment.

Cei Design School / 2007-2009

Master in multimedia design

Web Design and Development master's degree, Web Page, Digital/Multimedia and Information Resources Design Web Design and Development master's degree,

WGU / 2023

Western Governors University (WGU)

Bachelor of Science in Information Technology

Contact

421 Grand Concourse
Miami Shores, FL 33138
+1 786 286 8793 
josebao.online@gmail.com 
www.josebao.com 

Awards

ADDY Awards / 2016
Interface and Navigation
User Experience
Interactive Branded Content
Best In Online
Awwwards / 2016
Site of the day
UN Climate Summit
Challenge / 2020
Winner

Skills

Photoshop
Illustrator
HTML / CSS
.js
Figma
Framer
After Effects
InDesign
Bootstrap
jQuery
LottieFiles
Webflow