Raul Sosa

Bilingual UX/Product designer driving user-centered innovation by balancing customer needs, technical feasibility, and business goals. Proven leader in guiding product initiatives, mentoring teams, and delivering scalable, accessible digital solutions across enterprise, government, and startup sectors.

Currently in ~~Dominican Republic~~, ~~New Jersey~~, ~~Ecuador~~, North Carolina

Contact

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Skills

UX & Product design:
User flows & journey mapping · Information architecture (IA) · Wireframing & prototyping · Accessibility (WCAG, ADA, 508 compliance) · Brand Identity & design systems · User research · Usability testing

Product thinking & strategy:
Problem framing · Ideation · Data-informed design · Communication & presentation · Collaboration & teamwork · Documentation

Other strengths:
Bilingual (EN/ES) · Visual design · HTML & CSS · Motion design · Video editing

Tools

Figma · Jira · Trello · Miro · Mural · Adobe creative suite · Google workspace · Google analytics · Microsoft suite · Wordpress CMS · Slack · CRM Platforms

Education

Anthem Institute
Visual Communication
March 2010
Jersey City, NJ

Experience

UI/UX designer

Cascades Technology | Ad Hoc LLC   Mar 2023–Jun 2025

- Secured Public Trust Clearance (Tier 1) supporting high-impact government projects with the General Services Administration (GSA).
- Led UX testing for new website features, ensuring compliance with presidential executive orders and improving user accessibility and legal adherence.
- Designed and prototyped an AI chatbot, applying conversation design principles and establishing a reusable design system to enhance user engagement.
- Participated in the design of accessible Alexa voice skill screens, supporting inclusive design principles to enhance usability.
- Ensured Section 508 compliance across digital assets—including videos, web components, and PDFs—improving usability for screen readers and users with disabilities.
- Streamlined developer collaboration through detailed Jira tickets and high-fidelity mockups (Figma, Mural, Adobe XD), enhancing clarity and reducing development friction.
- Expanded brand guidelines for digital media (videos, icons, logos, illustrations), ensuring consistency and scalability across platforms.

Industry served: government

Freelance UI/UX designer + visual designer

Rsosadesign | Friedarts   Aug 2009–Present

- Created high-fidelity wireframes and prototypes using Adobe XD & Figma for clients in food, healthcare, and service sectors, including Charley St. and Queen V.
- Collaborated with cross-functional teams and clients to identify and prioritize UX opportunities, delivering impactful digital experiences and clear recommendations that boosted user engagement and business outcomes.

Industry served: Consulting, education, creative and marketing agencies, food, service, healthcare

UI/UX design consultant (contact)

Varident LLC   Jan 2023–Mar 2023

- Defined and executed UX strategies that improved user engagement and streamlined navigation, contributing to a measurable increase in site usability and client satisfaction.
- Developed scalable brand systems across platforms, reducing design inconsistencies and accelerating development cycles.
- Partnered with stakeholders to identify user needs and deliver UX solutions that aligned business objectives with enhanced user experience. These efforts drove higher conversion rates
- Produced cohesive editorial and print design concepts that strengthened brand messaging and supported marketing campaigns.

Industry served: Consulting, education

UI/UX + digital designer

Kompleks Creative   Apr 2022–Oct 2022

- Led full-cycle design projects—including branding, web, and editorial—from concept to completion in an agile environment, serving clients nationwide.
- Drove cross-functional collaboration using task management tools, ensuring alignment across teams and presenting recommendations that secured stakeholder and client buy-in.
- Mentored junior designers, fostering a collaborative design culture and enhancing team capability across workflows.
- Directed design strategy for branding and digital initiatives for clients such as NCCU, Duke University, and Lincoln Community Health Center.

Industry served: Non-profit, social justice, education, state-local government, community centers, real estate

UI/UX designer + visual designer

PRAYD S.A   Jan 2018–Apr 2022

- Developed strategic solutions that strengthened client partnerships through trust and collaboration.
- Conducted competitive analysis and user research to inform CRM integration, optimize workflows, and enhance website performance.
- Applied product research insights to design data-driven email and social media campaigns that boosted user engagement.
- Built and managed multiple WordPress websites, while mapping user journeys to align digital experiences with long-term business goals.
- Mentored new hires on best practices, research methods, and efficient design workflows.
- Collaborated cross-functionally to define, develop, and test evidence-based digital solutions that transformed user experiences.

Industry served: Software & technology, shipping ports, food, medical, construction, retail/distribuitors

Lead visual designer

Delpuerto Producciones S.A   Apr 2016–Jan 2018

- Supported creation of engaging video content using Cinema 4D, Premiere Pro, and After Effects to enhance digital storytelling.
- Contributed to mobile app projects, defining user flows and interface designs to improve usability and engagement.
- Built and managed WordPress websites, conducting user research and implementing user-centered design strategies for digital solutions.
- Advanced brand development for internal products such as Puñetere, Jocelito, and Paola Olaya, aligning design with business goals.
- Partnered with clients in agile settings to identify, prioritize, and justify strategic UX opportunities that drove measurable impact.
- Served notable clients including Maní Cris, Cervecería Nacional, and the Ministry of Drug and Alcohol Prevention.

Industry served: Local government, entertainment, health, food, and alcohol

Graphic designer

Creativos Publicidad   Sep 2015–Dec 2015

- Developed visual assets for large-format print materials (roll-ups, banners, billboards), ensuring clear communication and brand consistency.
- Gained foundational knowledge of print production processes, supporting effective collaboration between design and production teams.

Graphic designer

AZCO Corp   Feb 2014–Jun 2015

- Crafted design strategies aligned with business goals, boosting sales and improving communication of project updates and timelines.
- Executed updates across print and digital channels, including web design, direct mailers, and tear sheets, ensuring consistent messaging.
- Gained experience with Magento CMS, supporting content management and online publishing workflows.

Graphic designer

MyPublisher   May 2012–Jul 2013

- Produced over 500 illustrated SVG cards for an e-commerce platform, enhancing product variety and contributing to increased user engagement and sales.
- Collaborated with development teams on a case-by-case basis to troubleshoot issues, meet deadlines, and ensure seamless project delivery.

Notable projects

USAGov Scams and Fraud Wizard

Led the design of an accessible, user-centered product in collaboration with GSA's UX and research teams to help the public identify and respond to scams and fraud.

USAGov AI chatbot proof of concept (POC)

Led the UI and UX of an AI-powered chatbot Proof of Concept (POC) to improve how users access USA.gov for GSA-specific information.

ICROM UI/UX and digital sales strategy

Led the creation of ICROM's first digital platform for medical training, building user flows, IA, and a seamless course registration UX—driving a 650% increase in sign-ups through a user-centered funnel.

McChrystal Group UX and information architecture redesign

Led a UX transformation of McChrystal Group's digital platform, introducing a modern IA and navigation system to improve content access and align with the evolving needs of enterprise consulting clients.

Outdoor Freestyle e-commerce redesign and build

Led the UX strategy and IA redesign for an outdoor e-commerce brand, improving user flows and site navigation to boost customer engagement and streamline the purchase journey.

RockDogs UI/UX brand redesign for franchising opportunities

Led the UX and product design for RockDogs' brand and digital platform, creating scalable franchise-ready solutions by integrating tools like Zoho and Zapier to streamline operations and grow customer engagement.

360° solutions for DP World Ecuador

Collaborated with stakeholders to redesign key digital touchpoints, improving operational workflows and user engagement by creating a user-centered experience across logistics platforms.