

## Raul Sosa

Bilingual UX Designer driving measurable impact across English and Spanish-speaking markets. 8+ years partnering with government, enterprise, and nonprofit clients to design accessible digital solutions that serve diverse communities—from AI chatbots to public services reaching millions of users.

## 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

### Visual & Graphic design

Print design (books, magazines, catalogs, packaging, etc) · Social media graphics · Branding · Marketing collateral

### Other strengths

Bilingual (EN/ES) · 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 · Azure

## Education

### Anthem Institute

Visual Communication

March 2010

Jersey City, NJ

## Experience

### UX/Product Designer (short-term contract via AxiomPath)

Carimus

Jul 2025–Sep 2025

- Contributing to established design system for LUMA Energy, Puerto Rico's primary utility provider serving 1.5M customers. Expanding component library and refining design token architecture to ensure consistency across web and mobile platforms.
- Streamlining design-to-development workflows by creating comprehensive Figma documentation and structured Jira tickets that reduce handoff friction and accelerate feature delivery for cross-functional teams.

### UX/Product Designer (Part-time)

Self-employed

Aug 2009–Present

- Project-based work alongside full-time roles, serving clients across healthcare, food service, and education sectors.
- Translated discovery research into user-centered e-commerce experiences for clients including Charley St., Queen V, and XHAIL. Analyzed research findings to prioritize top tasks, designed wireframes and high-fidelity prototypes in Figma and Adobe XD, and created scalable design solutions that improved product findability and checkout flows.
- Led product design and stakeholder alignment for NASPAA's annual conference initiative, partnering with conference committees to define goals and establish cohesive design strategy. Created scalable editorial system and visual framework that streamlined multi-stakeholder coordination and improved attendee experience.
- Partnered with international clients including Academia Naval Almirante Illingworth, IBIM, El Cantonés, Grupo Care, and Grupo Oriental to deliver digital and editorial design solutions across English and Spanish-speaking markets.
- Managed full project lifecycle across all engagements, including scope definition, budget development, and stakeholder communication—ensuring strategic alignment and on-time delivery.

### UX/Product Designer

Cascades Technology | Ad Hoc LLC

Mar 2023–Jun 2025

- Secured Public Trust Clearance (Tier 1) supporting multiple high-impact digital products for the General Services Administration (GSA).
- Led product design for AI chatbot POC as sole designer on cross-functional team (2 developers, data analyst, PM). Conducted competitive analysis and researched conversational design best practices for LLM-based interfaces. Established conversation design patterns and component library while contributing to USA.gov's existing design system.
- Led UX strategy and implementation for Scams and Fraud Wizard as sole designer, collaborating with GSA research team and PM in bi-weekly standups. Owned end-to-end design from strategy through implementation—creating wireframes, prototypes, and coordinating with developers to deliver accessible tool helping Americans identify and respond to fraud while ensuring compliance with presidential mandates.
- Ensured Section 508 compliance across GSA digital products, conducting usability reviews for videos, web components, and PDFs to improve accessibility for screen readers and users with disabilities. Contributed to component library standards that enhanced usability and compliance.
- Collaborated with development teams using detailed Jira tickets, high-fidelity mockups (Figma, Mural, Adobe XD), and comprehensive specifications—following established handoff processes to enable clear communication and reduce development friction.
- Expanded GSA's digital brand assets, creating icons, logos, illustrations, and UI components that ensured visual consistency across multiple digital products while maintaining accessibility standards.

- Leveraged quantitative and qualitative research data to inform design decisions across all projects.

### **UX/Product Designer Consultant (contract)**

Varident LLC

Jan 2023–Mar 2023

- Led information architecture redesign for McChrystal Group's consulting platform as external consultant collaborating with internal creative team. Conducted user research via surveys and content audit, visualized findings in InDesign, and restructured IA with modern navigation system that improved content discoverability and aligned with evolving client needs.
- Designed editorial layout and visual direction for Npower's annual report, creating sample templates and establishing design standards that balanced data visualization with narrative storytelling.
- Developed comprehensive brand system for ACCSC, including visual identity guidelines, component library, and brand applications that ensured consistency across digital and print touchpoints.

### **UX/Product Designer**

Kompleks Creative

Apr 2022–Oct 2022

- Designed branding, web, and editorial projects for clients nationwide including NCCU, Duke University, and Lincoln Community Health Center, working independently within an agile agency environment.
- Delivered website designs and editorial layouts from concept through completion, coordinating with development teams on a case-by-case basis to troubleshoot issues and meet project deadlines.
- Mentored junior designer on design workflows and best practices, providing guidance on project execution and design thinking.
- Collaborated cross-functionally using task management tools to ensure alignment and present design recommendations to stakeholders and clients.

### **UX/Product Designer + Design Lead**

PRAYD S.A

Jan 2018–Apr 2022

- Led design team of 3 designers, providing creative direction, mentoring on best practices and research methods, and ensuring consistent quality across all client projects.
- Drove 650% increase in course sign-ups for ICROM medical training platform by owning end-to-end product strategy and execution. Designed automated lead filtering system connected to Slack and WhatsApp, built website, created social graphics and video content, developed educational materials (syllabi, presentations), and implemented participant follow-up process—iterating based on learnings from each session.
- Redesigned key digital touchpoints for DP World Ecuador's logistics platform, collaborating with stakeholders to improve operational workflows and user engagement through user-centered design approach.
- Conducted competitive analysis and user research to inform CRM integration strategy, optimize workflows, and enhance website performance across multiple client projects.
- Owned product lifecycle management including discovery research, user journey mapping, wireframing, prototyping, and WordPress implementation—aligning digital experiences with long-term business goals.
- Developed client proposals and project planning documents, defining scope, timelines, budgets, and feature prioritization to ensure strategic alignment and successful delivery.
- Designed data-driven email and social media campaigns based on product research insights, improving user engagement and supporting client marketing objectives.
- Collaborated cross-functionally to define, develop, and test evidence-based digital solutions, leveraging quantitative and qualitative research data to inform all design decisions.

## **Industries served**

Education · Energy · Government & Public Sector · Technology & software · Consulting & agencies · Retail, e-commerce & consumer goods · Media & entertainment · Nonprofit & community impact · Logistics, manufacturing & construction · Healthcare & pharmaceutical

## **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 information architecture redesign for McChrystal Group's consulting platform, introducing a modern IA and navigation system to improve content discoverability and align with evolving enterprise client needs.

### **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.