

# URIAH JACQUEZ

Creative Services Director | UI/UX Designer & Developer | Brand Strategist  
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## OVERVIEW

I'm a Creative Services Director, UI/UX Designer and Front-End Developer with a passion for building thoughtful, user-centered digital experiences. I've led high-performing teams, collaborated across departments, and delivered web products that balance clean design with smart strategy. With a strong background in B2B SaaS and enterprise environments, I know how to navigate complexity while keeping user needs front and center. Whether I'm mentoring a junior designer, shaping a design system, or jumping into code, I bring a practical, collaborative mindset to every project.

## EXPERIENCE

**UI/UX Designer & Front-End Developer | TCS, Kaiser Permanente** *January 2019 – June 2025*

- Participated in a full UX migration of Kaiser Permanente's portal from Wordpress to the ServiceNow platform—building a on brand design system, streamlining navigation, improving load times, and significantly increasing user satisfaction.
- Reimagined Kaiser's ServiceNow portal UX, establishing a modular design system and improving user satisfaction via polished, brand-aligned UI.
- Led Figma prototyping, wireframing, and component system development for internal digital tools.
- Ensured pixel-perfect execution of final interfaces and interactions across desktop and mobile touchpoints.
- Conducted cross-functional design thinking workshops, streamlining handoff between design, dev, and QA.
- Partnered with QA and dev teams to blend out-of-the-box ServiceNow features with custom solutions ensuring updates rolled out seamlessly and stayed stable.

**Creative Services Director | Marketo** *July 2010 – January 2018*

- Led the Creative Services team within the Professional Services department, setting the visual tone across B2B digital products, campaigns, and client-facing assets.
- Acted as the creative point of contact during pre-sales conversations, showcasing how Marketo's platform and solutions could bring client visions to life.
- Partnered with the sales team as the creative lead, translating client needs into clear strategies and impactful design solutions.
- Shared best practices, tools, and reusable assets with fellow consultants to strengthen team efficiency and elevate the overall quality of our work.
- Directed end-to-end creative creative and technical execution of webpages, email campaigns and microsites resulting in immersive, story-driven digital experiences that aligned with brand and business goals.
- I partnered with our clients marketing teams to provide creative strategy and best practices.

- Managed internal teams and agency partners to deliver consistent, scalable solutions at startup speed.
- Implemented streamlined processes to organize creative workflow, reducing turnaround times and ensuring consistent brand experiences.
- Hired and mentored new designers and developers, fostering a collaborative environment and guiding them through Creative Services' best practices.

### **Digital Design & Developer Consultant | Freelance** 2009 – 2019

*Altitude, Slice, 49 North, Central Milling, Veaco Group, SupplyShift*

- Created user-centric websites, applying UI/UX best practices to optimize the user journey.
- Delivered expert creative solutions encompassing banner ads, websites, email campaigns, social media, branding, and logos.
- Performed user research to inform design decisions and enhance user experience across multiple digital platforms.

### **UI / UX Designer & Developer | Granicus** July 2007 – June 2009

- Designed and developed new web interfaces within custom templates, improving usability and overall site functionality.
- Authored technical user guides for clients and internal teams, facilitating easier adoption of new web interfaces.
- Led client Kick Off, Initial, and Final design reviews, delivering solutions that met brand and functional requirements.
- Conducted quality assurance and cross-browser testing, ensuring seamless user experiences.

### **Web Design / Photographer | 7x7 Magazine** June 2006 – April 2007

- Created interactive multimedia content in collaboration with the online editor, photo editor, and creative director.
- Managed online content updates and revisions, adhering to project deadlines and editorial standards.
- Provided original photography for magazine features, reinforcing strong visual storytelling throughout the publication.

## **EDUCATION**

### **San Francisco State University** 2005

Bachelor of Arts in Journalism (Photojournalism & Online Media Focus)

## **SKILLS**

**Leadership:** Team Building, Mentoring, Project Management, Consulting, Stakeholder Communication

**Visual Design:** Visual Hierarchy, Composition, Typography, Color Theory, Layout, Iconography

**UX Design:** Wireframing, Prototyping, User Personas, Journey Mapping, Interaction Design

**Creative & Technical Tools:** Figma, Miro, Adobe Suite, Jira, HTML, CSS, Javascript, Basic Understanding of React, Python, Postman & AngularJS

**Platforms:** ServiceNow, Marketo, Granicus, Wordpress, Mailchimp

## **CERTIFICATIONS & SPECIALIZED TRAINING**

ServiceNow Fundamentals • Artificial Intelligence Foundation • Prompt Engineering • Agile Methodology • Python for Non-programmers • AI Foundations: Thinking Machines & Neural Networks

## **SERVICENOW COURSES**

Introduction to Generative AI • Building a Killer Experience with UI Builder • ServiceNow Fundamentals • Virtual Agent Overview • Flow Designer Overview • Forms Overview • Platform Overview • Reporting Overview • Branding Overview • Service Catalog Overview • Lists and Filters Overview • Task Management Overview • Knowledge Management Overview • Next Experience Unified Navigation Overview • Notifications Overview

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*References available upon request.*