

# Richard De La Cruz

UX Designer

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I am currently an IT Asset analyst with an eye to get into User Experience/Product design. My background in logistics and IT in the e-commerce and utilities industries has developed the skills needed to improve processes for both my colleagues and end users. I am in the process of completing a Google UX design certification. I have managed to apply my UX design skills in my current role, where I have also improved my communication skills, problem solving abilities, understanding of user needs, as well my passion for delivering a good user experience and a beneficial product.

## Core Skills

- Google UX Certificate
- Figma
- Wireframing
- Written/Verbal Communication
- Document Writing
- Problem Solving/Issue Resolution
- User research
- UX Design Concepts
- Competitive Audit
- Data Analysis
- User Flows

## Work Experience

### IT Asset Analyst, Utility Warehouse (Jan 2023 - Present)

- Collaborated with cross-functional teams and facilitated the redesign of the internal IT self-service portal, delivering an enhanced user experience and enhancing my skills with design tools like Figma.
- Orchestrated the deployment and retrieval of IT equipment to end users with meticulous attention to detail, retrieving £150,000+ in IT assets.
- Consistently resolved incidents and requests via ServiceNow with a strong focus on customer satisfaction.
- Maintained accurate inventory records of all IT assets, optimising resource allocation and minimising waste.
- Managed the entire lifecycle of IT assets from introduction to retirement, becoming proficient in Google Workspace administration, streamlining processes and reducing overall costs.

### Logistics and Procurement, TEAWORK LTD (May 2022 - October 2022)

- Conducted thorough data analysis and forecasting to optimize stock levels and increase monthly revenue by over 500%.
- Streamlined warehouse planning and organization, resulting in improved efficiency and productivity.
- Proactively led the company's shift towards events and mobile food trucks, expanding its customer base and revenue streams.
- Applied analytical skills to solve emerging issues in real-time, ensuring seamless operations and client satisfaction.
- Successfully secured both local and global suppliers, securing a reliable and cost-effective supply chain.
- Maintained excellent communication with clients, providing timely updates on shipments and stock availability.

## Education

### Queen Mary, University of London - Computing and Information Systems, Postgraduate Diploma, Distinction (September 2021 - June 2022)

- A UX design module asked me to develop a prototype from start to finish (creating personas, user flows and wireframes) for an app to be used by people with dementia.
- Technical skills improved by learning how to code with Python and SQL and using them for further data analysis and database building.

- My dissertation focussed on conducting primary research on players of a mobile game and plotting it onto a player personality model to provide insights on the player base to improve the gameplay experience.
- Other modules included Computer Architecture and Networking, Database Systems, Security and Authentication and Risk Management.

University of Manchester, Criminology, Undergraduate Degree, 2:1 (September 2016 - July 2020)

- My dissertation focussed on the effects Virtual Reality games had on feelings of violence and aggression.
- Gained better critical thinking and research skills.
- Verbal and written communication skills were improved by working in groups, performing presentations, and writing essays.
- I also gained technical skills in data analysis and handling by working with Excel and learning to code with R. This was a project that asked me to make suggestions for which people were most vulnerable to crime using data taken from the Crime Survey for England and Wales.

**Interests**

I am undertaking personal UX design projects and building prototypes to build up a portfolio. I am also currently teaching myself how to play the bass guitar. Other hobbies include gaming and chess, illustrating problem solving abilities.