James Cahayag

UX/UI Designer

Jamescahayag1234@gmail.com Portfolio: jamescahayag.com linkedin.com/in/jamescahayag San Jose, CA

UX/UI designer and SJSU Graphic Design student focused on accessible, research-driven interfaces.

EXPERIENCE

UX Design Apprentice, BRIDGEGOOD

June 2024 – August 2024

- Led copywriting and visual design, crafting typography, layout, and information architecture to enhance clarity, raising happy-path task success by 10% between the first and second rounds of usability testing
- Collaborated with a team of four to design AI-driven task recommendation interfaces, helping creatives manage workloads and reduce burnout through personalized scheduling solutions
- Coached by 25+ designers from LinkedIn, Robinhood, and Adobe to design an app for social good, to increase workforce opportunities for creatives of color

Web Designer, Kinja Sushi

August 2024 – November 2024

- Designed a clear, easy-to-navigate menu that enhanced discoverability of special menu items, leading to a 15% increase in sales
- Advised the CEO of Kinja Sushi on redesigning the restaurant's web menu on Squarespace, ensuring accessibility for older users with poor eyesight
- Led UX consulting efforts, balancing stakeholder priorities with user needs to improve readability, navigation, and overall user experience

PROJECTS

Cura – Consumer Shopping App, Sole Designer

DSDG 186 | 3 months | 2026

- Designed a feed-free clothing app that features one brand a day, judged on price, materials, and reviews from every source rather than marketing
- Led the full process solo, from user interviews to a working build developed with Claude Code

Somnium – Health Mobile App, Designer

DSID 131 | 10 weeks | 2025

- Co-designed a sleep app for college students with a team of four that tracks sleep, calculates individual sleep needs, and gives personalized recommendations
- Turned sleep data into gamified nightly challenges, taking the product from primary research to a working prototype and demo

EDUCATION

San Jose State University

Bachelor of Arts, Graphic Design; Minor in Interaction Design

Expected Graduation: Fall 2026 | San Jose, CA

ACCOMPLISHMENTS

Speaker, Wells Fargo Office

Presented our BRIDGEGOOD project at Wells Fargo to an audience of 100+, showcasing UX strategies for social good

SKILLS

Methods: User Research, User Interviews, Usability Testing, Wireframing, Prototyping, Information Architecture, Personas, Journey Mapping, Accessibility (WCAG)

Tools: Figma, Claude, Adobe Creative Suite, Squarespace, AI Workflows

Design: Interaction Design, Design Systems, Responsive Design, AI-Assisted Design, Visual Design, Typography, UX Writing, Layout & Grid Systems