

Crystal Rosales

UX/UI Designer

San Antonio, TX (Open to Remote) | (210) 902-6769 | crosaleshomes@gmail.com

Portfolio: crystalrosales.com | LinkedIn: linkedin.com/in/crystal-rosales-709732281

SUMMARY

UX/UI Designer (Southern Institute UI/UX Certification, 2026) applying user-centered design and design thinking to mobile apps and websites, from user research to usability testing and high-fidelity Figma prototypes. 7+ years in real estate and home services, designing for technicians, homeowners and agents firsthand.

SKILLS

UX: User-Centered Design, Design Thinking, User Research, User Interviews, Usability Testing, Competitive Analysis, Personas, Information Architecture, User Flows, Wireframing, Research Synthesis, UX Writing

UI & Tools: Figma, FigJam, Figma Slides, Prototyping, Smart Animate, Mobile App UI, Responsive Web Design, Style Guides, Design Systems, Components, Accessible Design (Color Contrast, Touch Targets), Adobe XD, Canva, HTML, CSS, GA4, SEO

Professional: Stakeholder Collaboration, Presenting Design Work, Sprint-Based Workflow, Client Communication, Project Ownership

UX PROJECTS

Air to Air Field – HVAC Technician Mobile App

2026

UX/UI Capstone, Southern Institute | Solo UX/UI Designer & Researcher

- Designed an 8-step mobile flow from arrival to signed job, plus a companion homeowner app in the same design system.
- Built 20 high-fidelity screens and a style guide for sun, gloves and one-handed use (48px+ touch targets, high contrast).
- Usability tested with 2 field technicians and shipped 4 design changes, including a customer view mode and an offline sync queue; delivered a clickable Figma prototype.

ListReady – Home Seller Repair Readiness App

2026

UI/UX Certification Capstone, Southern Institute | Solo UX/UI Designer & Researcher

- Interviewed home sellers, listing agents and contractors to learn why missed repairs derail deals at inspection.
- Created 2 personas, information architecture, a 5-step user flow and 8 high-fidelity screens with color-coded risk status.
- Usability tested with 5 home sellers and made 4 design changes, including a rooms overview and plain-language repair notes.

Website UX Audit & Redesign – airtoairsanantonio.com

2026

Live Business Website | UX & Marketing Lead

- Audited 7 page types and 12 service area pages, ranked 8 UX and SEO gaps by impact, then rewrote copy, restructured the information architecture and shipped new pages.
- Fixed broken GA4 conversion tracking so website leads can be measured for the first time.

EXPERIENCE

Co-Owner, Operations & Marketing

Jan 2023 – Present

Air to Air AC & Heating | San Antonio, TX

- Own the company website, brand and marketing design, including web content, flyers, business cards and social media graphics.
- Run scheduling, dispatch and customer follow-up; turned workflow pain points into the Air to Air Field app concept.

Real Estate Agent & Recruiting Coordinator

Oct 2025 – Present

Better Homes and Gardens Real Estate Winans | San Antonio, TX

- Guide residential buyers and sellers (\$80K–\$1.5M), design listing marketing, and schedule candidate interviews for a new team.

Real Estate Agent

2023 – Oct 2025

LPT Realty | San Antonio, TX

- Represented buyers and sellers from first showing through closing and created listing marketing on transaction deadlines.

Leasing Specialist

Jan 2019 – Apr 2022

Cushman & Wakefield | San Antonio, TX

- Guided prospective tenants from tour to signed lease using AppFolio property management software.

EDUCATION & CERTIFICATIONS

UI/UX Design Certification – Southern Institute, 2026 | Texas Real Estate License – Active