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Dear Jan,

Ever since I was a kid, growing up in the Valley in California I've always been someone a person could go and talk to. I've always had a knack to relate to people and help them. That's one of the reasons why I became an advertising major. For it being my first semester in sales, I've learn to love it. Being able to look up new businesses and help create their branding is exciting to me. Being a manager I know I could go above and beyond and that also excites me because I'm just getting my feet wet. This is an opportunity that I know I can benefit the collegian not because I meet all the requirements but also because I know I'm the right guy for the job. I want clients to know that I care about their needs when I work with them because just like you we all have our unique stories. I am currently a senior at Fresno State studying Advertising with one more semester. I am also an advertising representative for our award winning newspaper The Collegian. One of my duties is to sell advertisements for the newspaper which I am very comfortable doing. I have multiple years of experience in marketing and recruitment from various organizations on and off campus.

I've worked as the head marketer for the El Dorado Foundation meeting with city officials, creating various plans. I've also worked as the head recruitment chairman here at Fresno State being in charge of the whole greek system. Given the requirements that this position is looking for, I am a very passionate person who will work to make sure our job is successful. I believe my background in my previous jobs and internships will also help in this endeavor. I'm a proven leader and great comminiter which are things needed for this job, and being able to be innovative, and a desire to be great are other strengths. I'm excited and eager to work with you in this position.

Thank you for your time. Please call me if you have any questions at (559)741-3068, as I will be more than happy to answer. Thank you.

Sincerely,
Alex Maldonado

Job Description

The Digital Wealth Management Digital team is charged with creating a fully integrated, elegant and seamless digital experience across the entire life cycle for both clients and advisors, creating a compelling omni-channel experience that both creates efficiencies for clients and advisors and enhances their relationships. We build the strategic vision and execute programs to bring to life this digital experience, driving 360-degree client engagement. Our organization works closely with the business, both in Global Wealth Management and Chase Wealth Management, with teams aligned to front-office regions, service teams, strategy and solutions teams, marketing and technology. This structure enables us to create solutions that drive revenue, increase advisor efficiency, improve client satisfaction and grow market share.

Position Summary:

The User Experience (UX) Lead will work closely with Head of Digital User Experience in Digital Wealth Management. The Digital User Experience group is focused on two things: managing our “Voice of the Client” initiative and focusing on delivering a seamless and elegant user experience across all of our digital platforms.

We are looking for an experienced UX Lead to join our User Experience team. In this role, you will be part of a multi-disciplinary team of strategists, planners, Business Analysts and technologists committed to designing the future of banking. In addition, you would be working directly with a ‘sister’ team of designers and UX professionals to deliver our product.

This role requires a deep understanding of experience design for financial digital products and services of all kinds, including trading and advice platforms.

The UX Lead will influence and drive the direction, vision, and methodology our team and set the bar for quality by example, with energy and passion. This will require a strong point of view on design, hands-on creation of experiences, developing strategies for implementation within a complex ecosystem and building meaningful relationships within the organization.

A balanced understanding of strategy, research, interaction and visual design is a must. Finally, you are a customer experience advocate, excited about our customer’s lives through simple, intelligent and enriching products and experiences.

Responsibilities:

- Initial responsibilities will include (but are not limited to):
- “Voice of the Client” coordination and communications
 - Lead discussions in client and advisor meetings

- Communicate and create strong partnerships with partners (tech, design, marketing) to communicate findings
- Gathering feedback into groups which translate into action/feedback along the user journey
- Mapping criteria against feedback to understand priority/complexity of each
- User Experience
 - Lead the User Experience efforts, including planning discussions, management feedback and prioritization of initiatives
 - Deep understanding of financial UX best practices in an effort to drive “Best in Class” for all of our efforts
 - Coordinate efforts among all of our partners – including technology, design, marketing and project management
- Work closely with the Head of User Experience to develop roadmap and UX Plan
 - Assist in creation of presentation to other groups within GWM

Qualifications

- Bachelor’s degree or higher, preferably in Digital, Marketing, Design, User Experience, Business Administration, Finance, or related field
- 10+ years of experience in wealth management, a private bank, or a closely related financial services organization
- 10+ years of experience in a Digital discipline, or a demonstrated interest in Digital and strategic communications
- Team management experience
- Ability to synthesize complex, interdependent, and sometimes competing needs
- Effective communication of UX solutions across roles & levels
- Proven understanding of responsive web & mobile application design and wireframe development
- Solid communication and interpersonal skills
- Awareness and practical understanding of current technologies, and their application and relevance to digital experiences
- Excellent quantitative and analytical problem solving skills, confidence with finance and accounting concepts (experience with budget management desired)
- Proactive learner who possesses a solid work ethic, with adaptability to work beyond standard hours during busy periods to meet tight deadlines
- Performs well under pressure in a dynamic environment; must be able to multitask and shift priorities quickly while maintaining control with limited supervision
- Strong organizational mindset and experience with project management; attention to detail and accuracy required
- Exceptional communication skills; must be a team player and be able to collaborate effectively across all levels of the organization
- Flexibility/adaptability (ability to change direction based upon team and stakeholder consensus)

- Must have a track record for handling confidential information
- Expert in Excel, PowerPoint and Word; proficiency with SharePoint and Adobe a plus

April 4, 2017

To whom it may concern,

It is my pleasure to write on behalf Alex on this position for the title of Marketing Global Director. I have worked with Alex for the last couple of months and he's a hard working individual who gets the job done.

One of the job titles here at Fresno State is being an advertising representative. Students who are advertising majors are required to take this course but with the twist of actually going into the field and selling. This being Alex's first go around at sales it was no small feat. These students are in charge of multiple clients, making sure they sell while keeping relationships with them. Alex took on the challenge and made great strides throughout the semester making and meeting potential new clients whenever he had the opportunity.

In my opinion Alex has all the skill sets needed to take on the daily duties this job requires because of the knowledge and can do attitude he has. He may not have the experience but he does have the passion and expertise to get the job done.

He has great work experience with Uber that can translate well into the job. His other internships and past experience also shows a great variety of different backgrounds which can be beneficial to your company.

Best,