

GONZALO

UX/UI LEADER

SPECIAL SKILL

An innovative fusion of technical expertise and creative acumen, coupled with a distinct entrepreneurial flair

COMPANY

Verizon

2021 - Present
TELECOM

One of the world's leading providers of technology and communications services. Top Fortune 100 (26). \$134.0B revenue (2023)

KEY HIGHLIGHTS

- Change management for professional practices separation from legacy structure into experience design and experience management practices, including training gaps, developing job profiles, and aligning career paths
- Restructuring team to align with new journeys structure and evangelize new process across the organization
- Impacting customer experience for over 15 million customers across 14 channels with a team of 44+ people

TracFone Wireless

2010 - 2023*
TELECOM

No.1 Prepaid Mobile Virtual Network Operator in the United States, including all carriers (Verizon, T-Mobile, AT&T, U.S. Cellular, Claro). Over \$8.1B revenue (2019) and 21 M customers

*Acquired by Verizon in 2021

KEY HIGHLIGHTS

- Creating, evolving, and developing high-performing team from 3 members to over 44, leading in-house and offshore teams. Expanding leadership responsibilities to 4 different areas: Accessibility, UX Research, Digital Design, Content
- Championing UX Research and Accessibility across organization. Improve efficiencies and cross-functional collaboration
- Spearheading end-to-end migration of Care system from its legacy version to a new platform
- Secured \$125K additional funding from Marketing partnership towards Accessibility innovative initiatives, by presenting a proposal to C-level executives. Continuous updates on results from the initiatives
- Improving Conversational flows for IVR and PBX
- Acting as a liaison for all initiatives related to Indirect channel

FIGUEROA

PROFILE

Over 20 years of experience in UX/UI and empowering teams. 14 years in Telecom and Video Game industries. Passionate about design, improving experiences, leading and developing high-performing teams, while being futuristic with a strong sense of integrity.

EXPERIENCE

Associate Director, Experience Design

- Lead all Experience Design and Content Strategy teams for Verizon Value - Trac Brands, including a portfolio of 9 prepaid brands and 14 different channels
- Accountable for impacting over 15-million customer experiences across all journeys and their respective experience areas for: shopping, onboarding, managing and pay
- Responsible for 14-customer channels, including direct customer-facing channels like: digital, app, conversational and indirect customer-facing like: care, indirect, and retail
- Lead design process oversight, establishing and maintaining consistent experience design activities, best practices, and deliverables across Trac Brands teams and program
- Design and implement strategies to elevate design quality, team performance, documentation, and better customer-centric experiences
- Champion design through CX programs and work streams to drive business and customer impact and consistent strategies across program teams
- Collaborate with CX, Engineering, Research, and Operations to plan and release products.

Director, Experience Research, Digital Design and Accessibility 2020-2023

- Led all UX Research, Digital Design and Accessibility teams for all brands. A portfolio of 11 brands and 26 million customers
- Responsible for design solutions and innovation across all journeys, mainly for digital channels with direct customer-facing impact
- Accountable for customer experiences end-to-end for Accessibility and Digital Channels
- Responsible for all UX Research across all brands, research prioritization, team structure and third-party negotiations for offshore staff augmentation and research facilities contracts
- Represented accessibility in multiple conferences and established relationships across advocates and vendors to develop accessibility as a competitive advantage
- Developed exceptional customer experiences while achieving stakeholders' expectations

Sr. Manager, Digital Design

2014-2020

- Introduced UI to the existing team and define new organization for Digital Design
- Established and developed a team from 3 members to 20. Including Content, Experience Design and Experience Management roles
- Implemented continuous improvement processes for cross-functional initiatives prioritization
- Performed complex workflow analysis and design for changes impacting any TracFone customer-facing brand or channel; such as: WEB, TAS (Care), IVR, Handset, Mobile Apps, Chatbot, PBX, E-Commerce

Sr. UX/UI Designer

2013-2014

- Responsible for 67 initiatives, including design UI/UX and transactional flows for: new brand acquired (Simple Mobile - web/mobile/agent support/IVR/Dealer portal), Value Added Services (Easy Exchange for all brands) and migration from 10+ year old legacy system to a new agent support system (TAS: TracFone Agent Support - Oracle ADF CRM)

UX/UI Designer

2011-2013

- Responsible for 35 complex initiatives, including design UX/UI and transactional flows for end-to-end experience for multiple brands. Channels included digital, indirect, and conversational: WEB, APP, IVR, PBX, dealer systems and others
- Spearheaded design for 6 projects, including leading third-party collaboration for indirect channels

COMPANY

CNG Studios

2009 - 2024
VIDEO GAME

Boutique independent video game studio.

KEY HIGHLIGHTS

- Achieving over 250K downloads in the Windows Store
- Creating, designing and shipping (publishing) 100 games for Mobile/Desktop/Tablet within 6 months with a team of 5
- Awarded Best Game Developer for Windows Phone & Windows 8 by South Florida Windows 8 Developers Group
- Acting as Kaiser University Advisory Board Member

SKILLS

Team building and development
Strategic, futuristic and quick learner
Relationship builder

Ownership and commitment

User Experience research

Accessibility

Mobile, Desktop and Tablet design

Entrepreneur

Process improvement, Six Sigma Green Belt

Web Content Accessibility Guidelines (WCAG)

Design Thinking

Storytelling

Gallup Strengths Finder

DISC training

Operational efficiencies

Adobe Creative Suite (XD, Illustrator, After Effects, Premiere, Photoshop, Audition)

Axure RP, Figma

Jira, Confluence, Lucidchart, G-Suite

Glassbox, Bazaar Voice, ThoughtSpot

Unity 3D, GameMaker, Construct 2

Autodesk Maya

LANGUAGES

English

Spanish

AWARDS

CX Achievements Gardens Award 2022
TracFone Wireless

TRAC Awards 2021
TracFone Wireless

DEI 100% 2021
Disability Equality Index
Disability: IN

Best Game Developer - Windows
Phone & Windows 8 2014
South Florida Windows 8 Developr Group

EXPERIENCE

Designer | Founder

- Manage a virtual team of 5 programmers and artists in the development of projects with aggressive timelines. Successful completion and publishing of 100 games in only 6 months using Agile methodology and rapid prototyping engines like Construct 2, Game Maker and Unity 3D. Published 50 games for Windows 8+ and 50 games for Windows Phone 8+ with Over 250,000 downloads
- Design graphics, game flow, UI/UX from high concept to implementation, using human-centered interaction, psychology, and design-thinking. Determine game level layout
- Process IP(Intellectual Property) requests and copyrights, including contract design and copyright applications
- Branding and art direction for digital 2D game plus printed marketing materials. Promotion and event management across multiple cities in the U.S.
- Manage multiplatform casual games releases and testing, including platforms: Xbox Live Indie Games, Windows 8+, Windows Phone 8+, HTML5, and iPhone

EDUCATION

Master's in Engineering Management

Florida International University

2013

Bachelor's in Computer Animation

Miami International University of Arts & Design (The Art Institutes)

2012

Bachelor's in Industrial Engineering, minor in IT

Universidad de Chile

2004

CERTIFICATIONS

Glassbox Business Value Analyst

Glassbox

2020

Certified SAFe Product Owner/Product Manager

Scaled Agile, Inc.

2020

Adobe Creative Cloud - After Effects

Jaibana Studios

2019

UX Training: Agile UX, Intuitive and Simple

UX Design Edge

2019

UX Strategy

UX Design Edge

2019

Design Thinking

Justin Ferrel - Stanford D. School

2019

Accessability Fundamentals

Deque

2017

Web Accessibility Testing & Screen Readers

Deque

2017

UX Design Essentials for Mobile

UX Design Edge

2017

Six Sigma Green Belt

Institute of Industrial Engineers

2009