

# Designing the Future Today

Rafael Gonzalez



## MORE INFO

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### DISCIPLINES & FIELDS

- Project Management
- Product Management
- Product Marketing
- Growth Hacking
- Scrum Master
- Product Owner (PO)
- Program Management
- User Experience Design (UX)
- User Interface Design (UI)
- Interaction Design (IxD)
- Service Design
- Digital Product Design
- Data Visualization Design
- Graphic Design
- Creative Direction
- Frontend Developer (Web)

#### Design Methodologies

### TOOLBOX

#### Design and Prototyping

Figma • Adobe XD • Sketch • InVision • Zeplin • Abstract • Adobe CC Suite • Illustrator • Photoshop • Axure RP • Marvel App • Prototype • Framer • Principle • Affinity Designer • Framer X

#### Generative AI

ChatGPT 4o • Copilot • Gemini • DALL-E • RunwayML • MidJourney • Stable Diffusion • Adobe Neural Filters • Adobe Firefly • DeepDream • DeepArt

#### Collaboration and Documentation

Jira • Confluence • Notion • Trello • Asana • Slack • Miro • Monday.com • Whimsical • Airtable • Microsoft 365 • Google Workspace • Basecamp • ClickUp • Coda

#### User Research and Analysis

Hotjar • Google Analytics • Optimizely • UserTesting • Lookback • UsabilityHub • Maze • Typeform • SurveyMonkey

#### Product Management

Aha! • Productboard • Roadmunk • Pendo • Craft.io • ProductPlan • ProdPad

#### Development and Version Control

GitHub • GitLab • VSCode • Sublime Text • MySQL • SQL • JQL • Javascript • Python • Dart • HTML • CSS • Sass • Bootstrap

#### Others

Tableau • Power BI • Microsoft Power Automate • Zapier • HubSpot

Please, visit my [LinkedIn](#) to ask for my **updated** portfolio and check the lasted experiences, testimonials, endorsements, skills and o view some of my courses

### EXECUTIVE SUMMARY

Highly experienced professional with over 20 years in product design, UX/UI, and product management. Specialized in leading cross-functional teams, implementing agile methodologies, and driving innovation projects that result in significant improvements in efficiency and user satisfaction.

### LEAD PRODUCT DESIGNER

**GotChosen, Inc** Social Network Platform and B2B Digital Media Company  
Jun 2021 - Aug 2023 (Employment duration 2 yrs 2mos)

Led product design initiatives from concept to execution, collaborating directly with the CEO and cross-functional teams to ensure visual consistency and usability. Spearheaded the creation of the Design System and the transition to Figma, enhancing the overall design process. Played a key role in developing the influencer app and the Collab Marketplace, focusing on platform compatibility and user experience. Conducted mentorships and collaborated with customer service, social media, and QA teams to identify and resolve user pain points, thereby enhancing the platform's experience.

#### KEY ACHIEVEMENTS

- Design System Development and Maintenance**  
I developed and maintained a cohesive design system, encompassing interface components, design patterns, style guidelines, and detailed documentation for designers and developers, which improved consistency and efficiency across the team by 30%.
- Collaboration with Executive Leadership**  
Collaborated directly with the CEO from the outset and, at times, with other stakeholders, resulting in enhanced strategic alignment and more effective decision-making.
- Implementation and Consolidation of Tools and Processes**  
Implemented, consolidated, and maintained both legacy and new tools and processes. Actively participated in the workflows of my design team as well as QA, frontend, and support teams.
- Implementation of OKRs for Product Team**  
I implemented the first OKRs (Objectives and Key Results) for the product team, establishing a clear framework for setting goals and tracking progress. I also conducted regular monitoring and evaluation to ensure alignment with strategic objectives and to drive continuous improvement.
- Establishment of Product Team Vertical**  
I created the vertical for the product team, actively participating in all stages of recruitment, selection, and onboarding.
- Active Participation in Product Cycles and Launches**  
I actively participated in all product cycles and launches in the USA, Brazil, and India, ensuring seamless execution and alignment with strategic objectives. Additionally, I took into consideration the localization of apps and the cultural nuances of each country to ensure a tailored user experience.
- Conducted Product and UX Research**  
I led product and UX research initiatives, gathering valuable user insights to drive product development. By employing various research methods, I improved user satisfaction by 25% and increased user engagement by 30%. These efforts ensured our designs were user-centered and aligned with market needs.

### HEAD OF PRODUCT AND INNOVATION

**Konstroi, Inc** IT Services and IT Consulting  
Jan 2019 - Mar 2020 (Employment duration 1 yrs 3mos)

Led the transformation of Konstroi's product and service portfolio in a dynamic and competitive market. Implemented SCRUM, Agile methodologies, and the Optimal Product Process", significantly improving development efficiency and product quality. Developed strategic growth plans and managed post-sales accounts, achieving a 20% increase in revenue diversity by expanding the product portfolio from 2 to 10 products. Demonstrated strong leadership and innovation skills by directly leading a team of 9 and indirectly overseeing over 30 individuals, fostering continuous improvement and market success.

### HEAD OF UX

**Konstroi, Inc** IT Services and IT Consulting  
Aug 2018 - Jan 2019 (Employment duration 6mos)

Led the creation of compelling user experiences that balanced consumer intent with business needs. Aligned the product roadmap with market demands and designed first-class product experiences. Implemented Office 365 as the primary collaboration tool, created and maintained UI guidelines, conducted competitor benchmarking, and planned marketing strategies. Optimized the overall consumer experience, resulting in increased user satisfaction and supporting product marketing and advocacy.

### DIGITAL CREATIVE DIRECTOR

**Avanz, Inc** IT Services and IT Consulting  
May 2014 - Aug 2018 (Employment duration 4 yrs 4mos)

Led creative efforts across design, digital, content, and video verticals, setting long-term vision and strategies. Conceived and implemented design guidelines for over 400 projects, ensuring high-quality outcomes. Conducted brainstorming sessions, developed design strategies, and drove innovation in client engagements. Managed and coordinated a team of 50 professionals, supervised project development, approved post-production, and presented to stakeholders. Maintained high quality, established deadlines, and kept abreast of industry trends to enhance services.

### SENIOR ART DIRECTOR

**ADesign Brasil, Inc** Advertising Services  
Feb 2012 - Mar 2013 (Duration 1 yr 2 mos)

### UI/UX DESIGNER

**W3Connect, Inc** Advertising Services  
Jan 2011 - Feb 2012 (Duration 1 yr 2 mos)