

# Devin Gonzales

## UX / UI, Interaction Designer

✉ devin@devingonzales.com ☎ (720) 402-2609 🌐 devingonzales.com

### PROFILE

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I design compelling user interfaces that engage users and make interactions with systems and applications more enjoyable. For 16+ years, I have advised on UX practices and executed designs to ensure successful outcomes. Work includes websites, responsive mobile, data-driven web apps, e-commerce, and marketing.

### EXPERIENCE

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#### **Product Design Consultant - Freelance** Denver, CO ▪ 2023-Present

- Responsible for delivering simple and efficient design solutions that solve problems for end users and meet business objectives.
- Optimization for colors, design elements, navigation, data displays, forms, functionality, or many other UX topics to achieve goals.
- Articulate ideas into sharp visual designs or prototypes with target users in mind.

#### **Senior UX Designer - Expero, Inc.** Denver, CO ▪ 2021-2023

- I worked closely with our clients to help drive a compelling product vision from initial concepts to release while recommending improvements to the existing UI.
- I brought clarity to data-heavy displays with an iterative approach, rapid discovery, recurrent team conversations, and incorporated user feedback.
- Set up detailed prototypes in Figma and InVision that use robust design systems.

#### **Senior UX Designer - Anthem, Inc.** Denver, CO ▪ 2018-2021

- Designed and launched Anthem's first pharmacy benefit management platform, enabling users to order medications online, compare costs, and find care.
- Lead UX designer for the member, self-service, digital experiences at Anthem.
- I created effective design solutions that help members access their insurance information and submit claims through the secure website and mobile app.

#### **Senior UX/UI Designer, Contractor - DaVita** Denver, CO ▪ Aug-Oct 2017

- Provided a detailed concept for a plan-of-care web application to revolutionize how nurses track and document their patient's chronic healthcare needs.
- While enhancing a dashboard concept, I worked closely with a business analyst to create a patient journey map that informed crucial data points in context.

#### **Senior UX/UI Designer - Starz** Englewood, CO ▪ 2015-2017

- Upgraded the Starz digital brand with a fresh, polished UI design package as a lead interaction designer on the tvOS (Apple TV) streaming platform.
- Created wireframes and visual designs, supplied UI assets, and generated detailed user task flows and functional specs for developers.
- Managed QA with scrum developers to optimize behavior and performance.

*Experience continued on next page...*

### SKILLS

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#### Design Solutions

- User-centered approach
- Hi-fidelity Prototyping
- Collaboration
- Communication
- Consensus building
- Interaction design
- Visual design
- Design systems
- Usability testing
- Accessibility
- HTML / CSS / Javascript

#### Tools

- Figma
- Sketch
- Adobe Software
- InVision
- Zeplin

### EDUCATION

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#### **Colorado State University**

Bachelor of Fine Arts,  
Graphic Design  
Fort Collins, CO

## EXPERIENCE CONTINUED

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### **Visual Experience Designer - Swiftpage** Denver, CO ▪ 2014-2015

- Served as the primary visual designer for a mobile responsive contact relationship management tool (CRM) for business marketing and sales.
- Responsible for evolving the visual language, improving usability, and communicating design rationale and requirements to the product team.
- Produced UX deliverables: personas, user flows, sketches/wireframes, high-quality UI designs, and functional specifications.

### **Senior UX Designer, Contractor - Jeppesen** Englewood, CO ▪ 2013-2014

- Responsible for improving self-service website features for general aviation.
- Partnered with the product manager to translate business requirements for a subscription invoicing and payment portal into a detailed static prototype.
- Created wireframes and visual designs, and tested with customers.

### **Senior UX Designer, Contractor - Expero** Austin, TX ▪ 2011-2013

- Supported user experience needs for Expero clients by iterating on design concepts and providing wireframes, prototypes and visual designs for a range of data-driven, web-based applications in various industry domains.
- Tested prototypes with end-users and revised the experience based on findings.
- Helped to facilitate purposeful meetings with clients for requirements gathering.

### **Interactive Art Director - T3–The Think Tank** Austin, TX ▪ 2007-2011

- 4 years designing concepts for digital campaigns and marketing websites.
- Directed designers, programmers, and writers to execute brilliant campaigns.
- Relied upon for creative & analytical abilities in website planning & UI design.
- Lead art director for the member rewards web experience for JP Morgan Chase.

### **Graphic Designer - Toolbox Creative** Fort Collins, CO ▪ 2005-2007

- Assisted with designs for promotional mailers, publications, newsletters, advertisements, logos, and invitations.
- Key developer & designer for Toolbox's digital projects for local business sites.
- Coded designs into HTML web pages, updated content, enabled web forms to collect visitor responses, and implemented checkout e-commerce functionality.