

Noel Gonzalez

I am a UX/Product Design Lead with over **15 years of experience**, specializing in **FinTech and B2B SaaS** solutions. I have a proven track record of leading impactful projects that elevate user engagement and drive business goals.

Professional Experience

EverBank

NOVEMBER 2024 - PRESENT

User Experience Lead

At EverBank, I am spearheading the UX initiatives driving the digital transformation for both internal and external processes. This effort is eliminating countless hours of manual tasks and significantly enhancing banking transaction efficiency. This is being achieved by optimizing user flows and integrating machine learning and automation.

Insights

- Wireframe and Prototype in Figma
- Updating Design System to meet the standards of the Web Content Accessibility Guidelines (WCAG)

PayIt

APRIL 2024 - MAY 2024

Senior Product Designer

During my tenure at Payit, I significantly contributed by auditing the **PWA mobile app** and identifying critical **Accessibility** and **Usability** issues.

Insights

- Audit User Journey and address Information Architecture issues
- Provide Accessibility improvements for PWA mobile application

Rentvine

APRIL 2022 - FEBRUARY 2024

Product Design Lead

At Rentvine, I lead the redesign of the **B2B** and **B2C** multi-platform that connects landlords and tenants, simplifying the rental process and enhancing the user experience from desktop to mobile.

Insights

- Wireframe and Prototype in Figma, Journey Mapping in Figjam
- Unified the UI for the B2B SaaS application and Accessibility Issues
- Updated the SaaS portal to be responsive and accessible in mobile
- Mentor Front-end devs. Hold tech-feasibility meeting for dev team

MY CONTACT

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PRODUCT DESIGN

- User Experience - **UX**
- Interface Design - **UI**
- Information Architecture
- User-Flows
- User Journey Mapping
- Wireframe
- User research
- Prototype
- Interaction Design
- Design System
- Design Thinking
- User Center Design
- A11y (ADA/WCAG)

SOFTWARE

Design Software

- Figma
- Sketch
- Adobe XD
- InVision
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

Productivity Software

- Microsoft Office
- Jira
- Confluence
- Miro
- FigJam
- Notion

Edward Jones

JANUARY 2021 - APRIL 2022

Senior User Experience Designer

At Edward Jones, I led the design of advanced **B2B** applications exclusively for our financial advisors. My design and research was instrumental in driving the firm's digital transformation for investment advisors.

Insights

- Design time saving features for legacy application for trade screen
- Collaborate with user research team, to gather user insights
- One feature enhancement **reduced the amount of clicks by 3 for one transaction** saving hundreds of hours company wide.

Bank of America

JUNE 2020 - DECEMBER 2020

User Experience Lead

At Bank of America, I specialized in designing **FinTech B2C enterprise** applications for the banking industry. My approach prioritized automation with Human-Centered Interaction, gamification, and UX Research to streamline processes, minimize manual tasks, and enhance efficiency via the ML and AI.

Insights

- Conduct accessibility research, create wires and design Sketch
- Erica voice on-boarding automation user journey
- Payment collection user flow, and guided system for associates
- Conduct usability and qualitative user research

SharpSpring

APRIL 2019 - APRIL 2020

Senior User Experience Designer

At SharpSpring, I spearheaded the design of the **B2B Chatbot** feature from inception to completion, demonstrating remarkable adaptability and the ability to navigate technical limitations repeatedly. The Chatbot, which is condition-based, offers standardized responses.

Insights

- Design System contribution via Figma, and audit the application
- Create a strategy with PM for the ChatBot application feature

Cognizant Softvision

MARCH 2018 - APRIL 2019

Senior User Experience Designer

During my period at Cognizant, PwC was my principal client, and I played a key role in contributing to a multinational, **B2B and B2C SaaS**-based accounting software project. My responsibilities included numerous engagements with stakeholders, during which I presented prototypes and user flows, ensuring effective communication and alignment with project goals.

Insights

- Create wireframes and hi-fi prototypes with **Axure RP**
- Working with remote and local Dev team ensuring **RPA workflow**

TECHNOLOGY

- B2B and B2C
- CRM and CMS
- SaaS and Enterprise
- Native Mobile and PWA

FRONT-END STACK

- HTML5
- CSS3
- Material 3
- JavaScript
- TailwindCSS
- Bootstrap
- Astro Framework

NO CODE TOOLS

- Framer
- Webflow
- Airtable

UI GUIDELINES

- iOS Design Guidelines
- Material UI Guidelines

EDUCATION

Miami Dade College
Computer Information
System

Kipu Health

JANUARY 2017 - FEBRUARY 2018

Senior User Experience Designer

While at Kipu Health, I played a crucial role by presenting wireframes and user flows, as well as engaging in numerous discussions with stakeholders. I also focused on analyzing and measuring vital data points derived from user testing, ensuring continuous improvement.

Insights

- Create wireframes and hi-fi prototypes with Figma
 - Daily meeting with the client CMO and SME's
 - **Maintaining HIPPA compliance** in all design work
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Macate Group

MAY 2015 - NOVEMBER 2016

User Experience Lead

During my time with Macate Group, I was responsible for designing **native iOS and Android mobile** applications tailored for biometrics, Fin-Tech, and communication. I had countless interaction with stakeholders presenting prototypes, user-flows and final deliverables.

Insights

- Meet with stakeholder and PM for app roadmap
 - Design **native white label mobile app for iOS and Android**
 - Design wireframes and prototypes using Sketch and Adobe XD
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Aeropost

MARCH 2014 - MAY 2015

Senior User Experience Designer

At Aeropost, I designed a global website using the **Demandware cloud platform**, with a strong emphasis on user research, A/B testing and e-commerce user-flows tailored to international buyers..

Insights

- Design hi-fi mockups using Photoshop and provide deliverables
 - Manage SEO, PPC budget and manager
 - Manage social media company and budget
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Donald Pliner

OCTOBER 2010 - MAY 2012

User Experience Lead

While at Donald J Pliner, my expertise was focused on UX/UI design, **A/B testing**, and data reporting, catering to both e-commerce platforms and national retail stores.

Insights

- Design hi-fi mockups using Photoshop and provide deliverables
- Design user journey maps, A/B testing landing page and funnels
- Google Analytics Reporting

Random Source

OCTOBER 2008 - OCTOBER 2010

User Experience Lead

At Random Source, my role encompassed the full spectrum of **UX/UI Design for e-commerce platforms**, starting from the initial conceptualization to the final execution. This included designing the user flow and conducting extensive user testing to ensure an optimal experience.

Insights

- Design hi-fi mockups using Photoshop and provide deliverables
- Design user journey maps, A/B testing, Google Analytics Reporting

TigerDirect.com

AUGUST 1998 - OCTOBER 2008

Lead Designer and Production Manager

During my tenure at TigerDirect.com, I oversaw the comprehensive e-commerce UI design process, from initial concept through to final implementation, including user flow and extensive user testing. Additionally, I led a team of five UI and web designers, guiding them in delivering high-quality design solutions that enhanced user experience.

Insights

- Design hi-fi mockups using Photoshop and provide deliverables
- Design user journey maps, A/B testing, Google Analytics Reporting
- Collaborated closely with the CEO, Creative Director, Project Manager, and CMO to drive daily initiatives and ensure seamless execution of project or features.
- **Manage a team of 6 designers**