

# Karen Gonzalez

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# UX Designer

## What I bring...

Skilled designer with solid design thinking process and tool set. Additionally, an advanced level of visual design and presentation skills. Highly accomplished at project management, problem solving and communication. Adaptive, inquisitive and user focused.

## What I Know...

*Software:* Adobe Creative Suite ♦ Sketch  
Invision ♦ Marvel ♦ Keynote ♦ Microsoft Office  
Suite ♦ Axure ♦ OmniGraffle ♦ Balsamiq ♦  
Working knowledge of HTML & CSS and  
numerous other programs.

*UX Techniques:* User Research ♦ Mind Maps  
Card Sorting ♦ Flows ♦ Storyboards  
Personas ♦ Affinity Maps ♦ Journey Maps  
Sitemaps ♦ Red Routes ♦ Information  
Architecture ♦ Sketching ♦ Wireframes  
Prototyping ♦ Usability Testing

## What I've Done...

### NAVISHEALTH

UX Designer | 10.2015 – 4.2016

Co-designed this health-tech startup's web and mobile product HealthNote, a patient engagement and automated workflow web app with mobile patient interface (IOS & Android), through the UX design process including: research and documentation, information architecture, ideation, concept design, wireframing, prototype production, user testing, as well as design iteration, visual design and refinement of pixel perfect comps, annotations and specifications. Promoted to UX Designer after successful completion of internship. Also provided marketing campaigns for promotion of this new product.

- Documented research on competitors and comparable related products. Shared industry trends, design standards and commonalities across related products and industry products. Utilized red routes and feature prioritization methods to determine MVP for initial product release.
- Designed web app patient management, workflow builder and admin interfaces and features from whiteboard concepts to final product through sketches, wireframes, maps and user flows. Created paper and various click through prototypes with Marvel. Additionally, designed the IOS mobile interface for patients and Android mobile interface for Caregivers.
- Annotated design and interaction specifications and intents needed for ease of development and on time delivery. Reviewed product for quality and consistency.
- Created high fidelity mockups, for both web and mobile products, based on established brand and Material Design standards. Designed UI for data collection forms and surveys, application administration screens, user profile screens, icons and graphics for use in product (*currently in development for alpha release May 2016*).

### GENERAL ASSEMBLY

UX Design Immersive Student | 06.2015 – 08.2015

10-week immersive program to hone my skills and re-focus my career in UX design with fundamental techniques, and tools of user experience design. Taught by top UX practitioners, with real world experience through a variety of projects with both simulated and actual clients:

### PEEKAPAK CHILD EDUCATION PLATFORM | UX Design & Gamification

*2.5 weeks, 3-person design team, Client Project.*

Conceptualized and designed a child facing platform utilizing existing stories & content for the expansion of the Peekapak SEL Educational Program. Designed to be monetized for revenue generation.

- Team conducted user interviews, stakeholder interviews, market research, competitive analysis, and surveys.

- Produced personas, affinity maps, storyboards, concept sketches, concept map, user flows, wireframes, and a Keynote prototype (for animation effects).
- Developed gamified and interactive concept off existing content; identified & presented additional features that provide for further exploration and expansion.

#### TREASURECHEST.COM | UX Design

*2 weeks, Student Project.*

Designed the user experience for a new e-commerce website that remained true to the clients in-store brand and customer experience.

- Conducted user interviews, stakeholder interviews, market research, competitive analysis, heuristic analysis, and card sorting.
- Produced user flows, sketches, wireframes, and a functional prototype.

#### MAPtransit MOBILE APP | UX Design

*1 week, Student Project.*

Developed and designed the user experience for a graphical interface mobile app that provides real-time mapped locations of local transit options.

- Conducted user interviews, market research, storyboards, scenarios, and competitive analysis.
- Produced mind maps user flows, sketches, wireframes, mock-ups and the functional prototype.

### GRAFIKRS DESIGN AGENCY

Co-Founder | 7.2009 – Present

- Ongoing client representative and/or design expert guiding strategy, information architecture as well as user interface and user experience on several websites for clients ranging from non-profits to local political campaigns
- Design and production of various graphic elements & collateral including logos, icons, annual reports, info graphics, tradeshow/conference materials, animated presentations, large format graphics, mailers and other printed projects
- Provided pro-bono / volunteer content strategy, UX/UI, marketing & communications to local non-profit animal rescue for 6 years

### GENSLER

Marketing Specialist & Graphic Designer | 11.2010 – 10.2015

- Created custom large format environmental graphics for various tech clients, such as Google and Intel, from design to production and implemented utilizing Photoshop large format and Illustrator vector graphics
- Produced effective custom marketing proposal and presentation packages for global clients such as Adobe, Google, HP and Intel, with a win rate well above industry standard
- Crafted empathetic collateral layouts within brand guidelines that engaged the audience and elegantly communicate complex architecture and design concepts through the use of content strategy, diagrams, graphs and charts and thoughtful graphic design
- Developed collateral templates in InDesign that streamlined the production and improved the presentation of detailed facts and figures
- Managed all marketing proposal and interview efforts, developed presentations and materials

#### Where I Learned...

UX Design Immersive, *General Assembly, Summer 2015*

Human Computer Interaction (HCI), *Stanford University Online, 2013, Certificate with Distinction*

Bachelor of Art, Fine Art (Cum Laude), *Fort Lewis College, Durango, CO*

Advanced Computer Graphic Design, *Platt College, Aurora, CO*

Advanced Technology Program, *American Film Institute, Hollywood, CA*