Mario Gil

Sr. Product (UI/UX) & Visual Designer | 336-837-7305 | mmgil07@gmail.com | **www.mariomgil.com** *(password#: 0126)*

Analytical and solutions-oriented professional with 9+ years of experience spearheading product design activities, building top-performing teams, and driving website redesign projects while partnering with engineering personnel, researchers, and product teams on delivering solutions aligned with user and business needs. Proven ability to enrich user experience and raise product adoption by conducting user testing and utilizing feedback for new feature development sessions. Adept at streamlining processes and guiding team members on product conceptualization and application analysis.

Professional Experience

Shippabo | San Mateo, CA
Sr. Product Designer | November 2022 – Present

- Led end-to-end design process for an enterprise application system, specializing in shipment logistics by partnering with the 16 member UX Scrum team to provide a user-centered and efficient solution
- Managed approx. 7 projects per month while delivering design presentations and participating in regular feedback sessions to meet project requirements within given timelines and quality standards
- Incorporated business requirements and user needs into high-fidelity mock-ups to make informed decisions, build seamless user journeys, and produce user-friendly interfaces
- Bridged the gap between project expectations and final products by developing design flows aligned with product strategy while overseeing problem definition, journey mapping, co-design sessions, and project scope
- Ensured consistency across different digital products and platforms by establishing the company's refined UI patterns and a comprehensive UI library
- Enriched team performance and competencies by facilitating mobile design and usability workshops for 17 members of the Design and Product teams while emphasizing a user-centric approach
- Included a set of standardized design elements, patterns, and guidelines by creating a transportation language library, resulting in 65% higher user approvals
- Facilitated engineering hand-offs by preparing product assets, including visual styles, screen layouts, navigation structures, typography hierarchies, and icons, keeping user satisfaction and product functionality as key priorities

LendingTree | Charlotte, NC
Product Designer | February 2019 - November 2022

- Rendered strategic direction to a cross-functional team of 21 personnel regarding the creation of the company's design system while fostering a culture of collaboration and open communication
- Enhanced the performance and scalability of the vertical landing pages and strategic CRM initiatives to meet end-user needs by conducting an in-depth analysis of business requirements, user objectives, and process flows
- Partnered with the Design Systems team on defining scalable patterns while participating in regular reviews to gather feedback and drive continuous improvement
- Oversaw all aspects of ideation, prototyping, user testing, and production as part of new feature integration efforts in collaboration with Engineering, User Research, and Product teams
- Enabled easier user navigation by formulating simple and intuitive web and mobile interfaces, resulting in positive user experiences and higher adoption rates
- Drove 50% improvement in credit card processing by spearheading the TreeQual project using strong leadership, strategic planning, and project management skills
- Contributed to 3 successful launches by rebranding and repositioning the corporate website with a focus on user needs and product requirements

RedVentures | Charlotte, NC
Sr. UI / UX Designer | March 2015 - January 2019

- Guided a team of 23 members regarding persona, interaction, information, and interface design while overseeing design projects, including desktop applications, product landing pages, and digital marketing materials

- Fostered a culture of growth by mentoring 7 Designers specializing in telecommunications and offering constructive feedback to polish job-related skills
- Optimized workflow and streamlined design processes by devising journey maps and enabling wireframing activities, enabling seamless product development and on-time project delivery
- Attained an 82% improvement in visit conversion rates by creating engagement tools while leading the revitalization of a company-acquired business Simple Dollar, resulting in a significant revenue increase
- Directed the production of a user-friendly design system and financial tools for the newly launched CreditCards.com, leading to approximately 45% higher revenue

RacerSites | Charlotte, NC
Interactive Designer Lead | January 2013 – February 2015

- Revamped the company website by devising novel site layouts, optimizing UIs, and addressing page compatibility issues, allowing for easier user accessibility, higher functionality, and greater visual appeal
- Simplified and refined user pathways within digital products and websites by streamlining sitemaps, user flows, and the overall UX for approx.43 clients
- Enhanced site quality with the need for fewer revisions and better performance by introducing a user research practice for the incorporation of user insights into decision-making processes
- Halved the process time for website development by innovatively introducing a design system, significantly accelerating project completion and efficiency

Additional Experience

Secure EDI | Interactive Design/Front-End Developer
Atypic | Interactive Designer
Bitflip Technologies | Web Designer

Core Competencies

Product Development, UI/UX Design, Project Management, Team Leadership & Training, Website Design & Revamp, QA Process Improvement, User Testing, Data Visualization, Wireframing & Prototyping, Cross-functional Collaboration

Technical Skills

Design & Prototyping Tools: Figma, Adobe Creative Cloud (XD/PS/AI/ID), Sketch App, Zeplin, Abstract App, Axure, Principle App, Affinity Designer
Programming Languages: HTML, CSS
Microsoft Office Suite: Word, Excel, PowerPoint, Outlook
Languages: English (Full Professional Proficiency), Spanish (Native/Bilingual Proficiency)

Education & Professional Development

Bachelor of Arts in Media Design, The Art Institute
Design Systems & Pattern Libraries, Nielsen Norma Group
Mobile User Experience, Nielsen Norma Group
Management & Leadership Essential Program, RedVentures
UX/UI Immersive Bootcamp, CareerFoundry