

# CV

## GERARDO CAMBRONERO

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Portfolio | LinkedIn | GitHub

### SUMMARY

Extensive experience as an Industrial and UI/UX Designer with a solid understanding of wireframing, storyboards, rapid prototyping, sitemaps architecture, user-testing, design language, and brand strategy. I'm efficient in designing Web User Experiences (UX) and building Web User Interfaces (UI). I possess a strong design foundation and have worked on a variety of projects conducting research, developing user personas, task analysis, flow diagrams, sitemaps, and creating (low fidelity and high fidelity) mock-ups and wireframes, prototypes, and usability testing. Involved in all phases of SDLC with a good understanding of Test Driven Development and Agile/Scrum methodologies. Ability to visualize designs & user interactions across multiple platforms including web, mobile, & tablet. I'm highly efficient with the Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD), 3D modeling software, sketching, and creating photorealistic renderings.

### EDUCATION

Industrial Design  
Bachelor of Science  
University of Houston

Applied Science & Mechanical Engineering  
Technical Degree (CAD Design)  
ITT Technical Institute

Mechanical Engineering  
Associate of Science  
Miami-Dade College

Full Stack Web Developer  
Houston Coding Bootcamp  
University of Texas

### DESIGN SKILLS

UX & Industrial Design Research  
User-Centered Design (UCD)  
User-Experience & Interface Design (UX/UI)  
Human-Machine Interaction (HMI)  
Usability Testing  
Storyboards & Wireframing  
Front-end Web Applications  
Human Factors

Ergonomics & Anthropometrics  
2D Sketching  
3D CAD Modeling & Rendering  
Digital Prototyping  
Agile/Scrum Methodology

### SOFTWARE

Adobe Creative Cloud  
Photoshop  
Illustrator  
InDesign  
Adobe Xd  
InVision  
HTML

CSS  
Javascript  
jQuery  
Bootstrap  
React.js  
Node.js  
Express.js

APIs  
JSON  
AJAX  
Firebase  
Heroku  
Git  
GitHub

MySQL  
MongoDB  
SolidWorks  
Fusion 360  
Sketchbook  
Keyshot  
PhotoView 360

## EXPERIENCE

### Sr UX Analyst — ABS Nautical Systems — Jan 2020 to Mar 2020 — Spring, TX

Design of BI dashboards, data KPIs, and reporting applications for the development of advance responsive UI designs. Work closely with product owners, managers, and product development teams to promote ideation and collaborate in product direction, advocate for optimal user-experience, and develop user-interface requirements. Develop design prototypes, sketches, wireframes, storyboards, and other documentation for web and native app platforms and initiatives. Create UI/UX designs, both static (e.g., flows & wireframes, page layouts, graphic designs) and interactive prototypes using web technologies to unambiguously describe the end user's experience. Define the visual design strategy and work to drive consensus across teams. Create and manage asset libraries for reusable, systematic design. Create, maintain and evolve visual design guidelines for the platforms. Work closely with development teams and provide mentorship on best practices and web accessibility. Verify product quality through system testing in addition to user acceptance testing. Review completed development work with stakeholders and users as necessary before releasing into them production.

### UX Designer & Full Stack Web Developer Freelance — Aug 2015 to Present — Spring, TX

Apply web technologies such as HTML, CSS, Bootstrap, Javascript, and jQuery to design, develop, implement, and maintain all aspects of web design. Implement design expertise to create amazing solutions to ill user experience design problems. Experience in visualization, creating visual designs, developing high-quality work, design reviews and handling whole project progress through its life cycle. Create mobile and desktop wireframes and interactive prototype for production primary features. Formulate and documented UI architecture, components, and strategies for mitigating technical challenges. Drive an iterative approach to prototyping, evaluation, testing, validation, and refinement of web design projects to ensure the targeted solution set is desirable, feasible, and viable.

### Design Consultant | Founder — Xcel Design Studios, Inc — Jul 2016 to Nov 2019 — Willis, TX

Founder and principal design consultant at Xcel Design Studios Inc., a design consulting firm based in Houston, TX. Worked as the lead design consultant for primary clients SeaDog Systems, Inc. and Global Oceanic Designs, Inc. XDS was involved in the design and development of new wave clean-energy technologies that will impulse sustainable energy to the next level. The companies development focus is on clean energy systems, future living structures, and the design and development of subsea habitats. Invent, design, develop and prototype tomorrow's clean wave-powered energy converter systems. Research and explore new infrastructure systems for future transportation and city development. Research new technologies as applied to future clean energy systems and future building techniques. Strong experience working directly with the external project team members (Clients, Consultants, Vendors, etc.) to capture their business processes and their requirements. Excellent communication skills to discuss the projects with technical and non-technical SME's and also during sprint meetings for Agile development methodology.

### Lead Industrial Designer — Ensign Energy Services — Jan 2015 to Jun 2015 — Houston, TX

Industrial and UI/UX design developing next-generation ADR 1500-S class rigs control interfaces for Ensign's rigs fleet. Implemented User-Centered and Human Factors principles to enhance the user experience for rig drillers and the design of a new user-friendly control cabin and drilling controls console. Conducted extensive field user research including interviews, immersive research, observational research, equipment usability testing, and repetitive task analysis for the collection and delivery of design research insights to determine user's needs and project validation. Created a User-Persona to identify specific needs and pain points for our target user (Oil rig drillers). Continuously collaborated in specialized multidisciplinary team meetings making daily design progress valuations

for the senior design management team and presented design proposals to set daily project direction. Implemented design methodologies (similar to “Agile” methodology) to maintain a consistent workflow through iterative and incremental design cycles. Directed ideation workshops and developed design concepts using 2D visualization and 3D CAD (computer-aided design). Participated in brainstorming sessions to analyze existing software for usability and accessibility issues. Effectively able to manage any changes to the project without unduly affecting stated objectives, benefits, and overall intent and continually monitored project progress and determined timeline development for each design task.

#### Architecture Design Engineer — Advent Firm — Mar 2014 to Jan 2015 — Houston, TX

Principal designer in charge of designing exhibit and trade show booths and displays for customers across a wide range of markets worldwide. Designed projects from conceptual development through final design development including construction prints for all active projects. Implemented ergonomics and human interaction and UX principles to design more functional spaces. Developed schematic design presentation materials (technical drawings, 3D models, renderings) and collaborated with the Marketing Department to create advertising collateral and packets for client review. Directed fabrication personnel during the construction and completion of all designs. Contacted vendors, ordering materials and parts as required by each project. Worked closely with a multidisciplinary team of graphics designers, fabricators and installers to refine designs for production, assembly, and installation emphasizing quality and cost control into each project. Worked with vendors on all details of the projects from material samples through production schedules and quality control.

#### Industrial Designer — Sumec North America — Oct 2012 to Feb 2014 — Spring, TX

Consumer goods designer for the power and garden tools industry. Creative thinking and visualization of products to improve and innovate new and existing products for the industry’s market. Developed a more US market-friendly product line for small-chore cultivators. Created both low-fidelity and high-fidelity design deliverables (e.g., functional prototypes, 3D prints). Occasionally travel to production facilities and evaluating the feasibility of production.

#### Industrial Designer — Techtronic Industries, Inc — May 2011 to May 2012 — Anderson, SC

Designed and developed products under brands like the Ryobi, Ridgid, Homelite, PowerStroke, and Craftsman for The Home Depot power tool market. Reviewed, researched, and evaluated the product landscape translating these findings into new product offerings. Prepared design assets across all types of digital mediums for product presentation and market launch. Reverse engineered existing tools to propose improvements and/or ideate new design concepts. Built advanced 3D parts and surface models to communicate design intent. Arranged meetings and liaising with engineers and other departments, including marketing, to discuss and negotiate appropriate production processes, costs, and commercial issues. Research materials, processes or market requirements. Manage external resources to deliver work on time and on budget.

#### Lead CAD Designer — Innerspace Custom Storage Design — Sept 2000 to Apr 2006. Miami, FL

Created residential high-end storage systems for multi-million dollar homes. Designed furniture-specific mechanisms for optimal design functionality. Prepared construction drawings and supporting documents to develop a layout of the systems, components, and parts. Collaborated in the construction and installation guidelines of each project. Created cost and retail price sheets to build customer’s proposals. Maintained CAD data files and created new CAD templates and block drawings as needed.

Junior Engineer|CAD Designer — Raymond Engineering — Nov 1997 to Dec 1999 — Houston, TX

Analyzed architectural plans to design mechanical, electrical and plumbing (MEP) systems for apartment buildings construction. Evaluated job designing as required by fire Marshall and city engineers. Transfer of drawing files across multiple CAD platforms as needed by our clients.

Petty Officer 3<sup>rd</sup> Class — United States Navy — Apr 1993 to Apr 1997 — Mayport, FL

Performed various military duties. Helicopter Landing Safety Officer. Certified scuba diver.

## **AWARDS & RECOGNITIONS**

Magna Cum Laude - University Of Houston  
3rd Place Best Thesis Award - IDSA  
Dean's List - University Of Houston  
Honor Role - TTI Technical Institute

## **LANGUAGES**

Spanish (Native, Fluent)  
English (Fluent)