



Gino Gagaza

UX / Product Designer

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650-302-7891

I am a Product Designer from the San Francisco Bay Area. I aim to design products that accelerate the bond between users and technology by making empathy and human centered experiences meet in the middle.

experience

Senior UX Designer | Apple Inc.

September, 2021 - September, 2022 / Sunnyvale, CA

- Led end-to-end research and design for MacOS and iOS eLearning platforms, driving successful delivery
- Leveraged agile methodologies to optimize UI designs, resulting in increased conversion rates
- Orchestrated visual designs, including style guides, wireframes, and high fidelity prototypes, securing stakeholder approval and funding

UX/UI Designer | Charles Schwab

May, 2021 - August, 2021 / San Francisco, CA

- Collaborated cross-functionally with product, research, content, and compliance teams to successfully bring Schwab's retirement products to mobile platforms
- Created intuitive interfaces for financial donation features on web and mobile applications, enhancing user experience and accessibility
- Developed user-centric solutions that significantly reduced customer support cases and improved user retention

User Experience/Product Knowledge Associate | Poshmark

September, 2017 - January, 2020 / Redwood City, CA

- Enhanced user experience for e-commerce for mobile and web, reducing support cases by successfully designing and implementing 2 price offer systems for buyers and sellers
- Executed end-to-end process, from problem understanding to diverging and iterating on various design options, while keeping designs to standard
- Delivered impactful results while incorporating feedback for continuous improvement on B2B products

education

B.A. Communications | San Francisco State University

August 2012 - May 2014

- BECA Fest Design award winner for social media and advertisement

Skills

Design

UX strategy,
User flows,
Interaction design,
Experience mapping,
Wireframes,
Prototypes,
Mockups,
UX/UI design,
Motion design,
Design systems,
Brand Design,
Accessibility

Research

User interviews, Usability
testings, Persona
hypothesis, Guerrilla
testing,
Competitive analysis,
Tree testing

Tools

Design

Figma, Sketch, Adobe
XD, Miro, Sketch
Measure, Axure, inVision,
ProtoPie, Keynote,
Zeplin, Photoshop

Research

Useberry, Hotjar,
Google Optimize,
Lookback, Optimal
Workshop

Product / Project Management

Jira, Asana, Trello, Slack,
Notion, Smartsheet

