

ROBERTO GONZALEZ

PROFESSIONAL SUMMARY

UX Designer with 7+ years refining user experience across marketing and product teams, improving conversion through research-led design and A/B testing. Combines UX design, web development, and analytics to reduce friction and boost engagement for B2B and consumer platforms. Aims to advance product usability and measurable growth.

EMPLOYMENT HISTORY

MARKETING & DESIGN MANAGER

Aug 2022 – Jul 2023

ZIV Creative Agency

- › Coached junior designers on Adobe Creative Cloud workflows, improving asset turnaround and consistency.
- › Created production briefs with timelines and asset specifications for photo and video shoots.
- › Strategic Direction & Planning: Setting content strategy, establishing editorial standards, and creating content calendars that align with organizational goals.
- › Production & Execution: Developing high-impact content, including videos, blogs, and social media campaigns, with a strong focus on quality control and SEO principles.
- › Team Leadership & Mentorship: Hiring, coaching, and managing internal teams of writers/creators and external contractors.

UX DESIGNER

Oct 2021 – Aug 2022

Rob Gonzalez Design Co.

- › Organize content and create sitemaps, user flows, and navigation structures.
- › Create low-to-high fidelity wireframes and interactive prototypes using tools like Figma or Adobe.
- › Plan and facilitate user tests to identify pain points and validate design concepts.
- › Work with product managers, stakeholders, and developers to hand off designs and ensure technical feasibility.
- › Design user-centered interaction models that are intuitive and consistent.

MARKETING MANAGER

Jul 2018 – Oct 2021

SARIN Energy Solutions

- › Built weekly performance dashboards in Google Analytics to pinpoint top-performing channels for budget shifts.
- › Designed A/B tests for landing pages that improved form completion clarity and reduced abandonment.
- › Managed email marketing cadence using Mailchimp, raising open rates through segmented subject-line tests.
- › Coordinated freelance photo and video shoots, producing assets that refreshed social ad creative library.
- › Led cross-team content calendar meetings to align product launches with promotional messaging and channels.
- › Negotiated advertising contracts with publishers to improve placement rates and control monthly spend.

GRAPHIC DESIGNER

Jan 2017 – Jan 2018

Data Systems International

- › Develop graphics, layouts, and illustrations for product branding, websites, magazines, and marketing materials.
- › Create rough drafts and sketches to determine the best layout, font, and color scheme.
- › Work with marketing, sales, and content teams to turn ideas into visual concepts.
- › Automated a complex email marketing workflow to generate new customers.
- › Led meetings within my department to strategize content for campaigns and trade shows.

GRAPHIC DESIGNER

Jan 2016 – Jan 2017

eNSYNC Solutions

- › Design infographics and illustrations for email campaigns to drastically increase sales.
- › Created wireframes to determine best layout and design of the old website to modernize it.
- › Incorporate feedback, refine designs, and prepare files for final print or digital production.
- › Ensure all visual materials align with brand guidelines and quality standards.
- › Manage multiple projects simultaneously, from initial concept to completion, often under tight deadlines.

EDUCATION

BACHELOR OF ARTS DEGREE

2012 – 2014

University of Missouri–Kansas City

Kansas City, USA

Graphic Design & Marketing

ASSOCIATE OF ARTS DEGREE

2009 – 2012

Kansas City Kansas Community College

Kansas City, USA

SKILLS

Management, Project Management, Account Management, Business Development, UX Design, Web Development, Marketing & Sales, A/B Testing, Advertising & PPC, SEO & SEM, Photo & Video, Accessibility, Problem solving, Teamwork, Leadership, Communication skills, Attention to detail, Critical thinking

ADDITIONAL INFORMATION

IMPACT

Over the course of six years I have been in a leadership and content-production role. Between my last three positions I managed 8 FTEs and countless independent contractors.

I coordinate the design and build of UI/UX products like apps, websites, and content. I created the website for the City of Wichita wastewater treatment program in one week.

I was a UX Design consultant for a major university in Virginia and made sketches, sitemaps, wireframes, A/B testing plans, conducted UX audits, stakeholder interviews, alpha and beta user testing, and more.

I even helped in the early design stages for an intranet system for Whataburger employees on SharePoint—my experience goes on and on.