

Victor C. Gonzalez

Sr. User Experience/Interface Design and Multimedia Professional

OBJECTIVE

Senior position allowing for parlay of demonstrated problem solving, creative thinking, project management, technology implementation, user interface design and experience, design and internal/external business planning and strategies proven by 10-years of successful improvement, development and application of transitional ideas and campaigns into profitable results as well as countless internal/external processes, procedures, communications, technology implementations and innovations.

STRATEGIC/CREATIVE SKILLS

UX and UI

Web/Mobile/Interactive
Wire framing
Storyboarding
User Testing & Research
Low/High Fidelity Prototyping
Information Architecture
Process and Task Analysis
Documentation and Presentation
Gestural Interfaces

Business Strategy

Technology Implementation
Cross Media Communications
Best Practices
Process and Procedures
Usability/Accessibility
Trend Monitoring
Communication Graphics
Intranet/Extranet Solutions
Consulting

Marketing

Web/Interactive Marketing
Social/New Media Marketing
Search Engine Optimization
Spanish Marketing

Creative

Web Design
Mobile Design
Social Media Design
Interactive Design
Graphic Design
Presentation Graphics

Devices

Personal Computers
Laptops
Mobile Devices
Pads
Touch screens
Kiosks

Industries

Healthcare, Education, Consumer Goods, Government, Software, Non-Profit, Entertainment, Sports, Real State, B2B

Other

Podcasting/Videocasting
Video and Audio
Bi-lingual Spanish 1st generation
2D and 3D Animation
Collaborative Media

COMPUTER SKILLS

Adobe

Photoshop, Illustrator, After Effects, Premier Pro, InDesign, LiveCycle, Acrobat Pro, Flash, Contribute, Bridge and Sound Booth

Expression 4 and Office 2010

Blend, Sketchflow, Web, Design, Word, PowerPoint, Excel, Access, InfoPath, Outlook, Visio and OneNote

Development Languages:

Working knowledge of XMP
Meta data, XML, ActionScript 3.0, HTML5, CSS3, ASP, SQL, XAML, C#, WPF, .NET and Silverlight

Other

3D Max, Final Cut Pro, Omnigraffle and Corel Draw

SharePoint 2010

Server, Designer, MOSS, Reusable content, social media, Silverlight, interactive and video integration and customization

PROFESSIONAL EXPERIENCE

Best Buy / Geek Squad (Consulting - Accenture) – Minneapolis, MI

08/2011 — 10/2011

Sr. User Experience, Cross Media User Interaction and Multicultural Consultant

Reviewed existing UX interactions and offered recommendations for in store client checking and kiosk application. Produced and presented solutions and documentation for changes according to user interview findings as well as changes to translations and interactions targeted to Mexico's Spanish speaking clients and personnel.

AT&T (Consulting - Macquarium) – Atlanta, GA

07/2011 — 08/2011

Sr. User Experience, Cross Media User Interaction and Mobile Consultant

Reviewed existing UX interactions for a cross-media file sharing application, produced recommendations, deliverables and UX documentation to better enhance while keeping the application's interactions and UX across multiple platforms and devices as close as possible to its initial purpose on Web, Smart TV, PC, Mac, Tablets, iPad, iPhone and Android mobile phones via the cloud.

Victor C. Gonzalez

Sr. User Interface and Interactive Designer Specialist

Chick-Fil-A (Consulting - Macquarium) – Atlanta, GA 06/2011 – 07/2011

Sr. User Experience, Cross Media User Interaction and Mobile Consultant

Consulted Chick-Fil-A on how to enhance the user experience for their marketing intranet section, produced sitemaps, wireframes and prototypes as well as presentations backed by user research and documentation

Charter Communications (Consulting Epsilon) – Dallas, TX 06/2011 – 06/2011

Sr. User Experience, Cross Media User Interaction and Mobile Consultant

Reviewed and provided solutions to enhance Epsilon’s marketing campaign for Charter Communications “Live It with Charter” to enhance their cross media efforts and how to consolidate the flow between different efforts to increase subscriptions and program adoption

MedSeek (Contract) – Dallas, TX 04/2011 – 06/2011

Sr. User Experience and Information Architect

Revised Hospital websites, information architecture, usability, and user experience, created wireframes and presentations as well as to offer solutions to enhance the overall experience, usability and how to optimize the site for search engines.

ColorCoded (Contract) – Dallas, TX 04/2011 – 04/2011

Sr. User Experience, Cross Media User Interaction and Mobile Consultant

Offered solutions for cross media user interaction and experience for iPhone, iPad and Web applications

Symon Communications – Dallas, TX 09/2010 – 04/2011

Sr. User Experience/Interface and Multimedia

Researched, analyzed, and proposed User Experience enhancements, strategy and implementation plans for an internal communication messenger as well as for a call handling alerts and status display applications for Delta Airlines call centers. Responsible for interacting with users, clients and prospects on needs and experiences to developed strategies and recommendations that includes gestural kiosk and display solutions, technology innovation, cross-media access and interaction to enhance product and application usability, as well as selecting and manage creative, sales and development members for individual projects and needs, guide them thru the UX process and expose them to new technologies and methodologies. Other responsibilities include: Market and competitor research, user interviews, wire framing, prototyping, storyboarding, animation, personas and scenario creation, executive and client presentations and documentation. Created and lead the CSI team comprised of the most talented individuals from most departments (3 Developers, 2 Engineers, 2 Business Installation Specialists, 1 User Experience Architect and 2 Sales Engineers) allowing for innovation and productivity unlike anything the company had experienced before.

Skills: User Experience, Leadership, Interface Design, Web, Marketing, Rich Media, UX Documentation, Mobile and 3D.

Software and Technologies: Adobe CS5 Master, Microsoft Expression, Silverlight, WPF, XAML and SharePoint 2010.

Industry: Hospitality, Gaming, Entertainment, Call Center, Employee Communications and Corporate.

CB Richard Ellis – Dallas, TX 07/2010 – 09/2010

Sr. User Experience/Interface and Multimedia (Contract)

Created strategies for SharePoint 2010 application integration and solutions as well as Silverlight implementation to leverage internal/external client’s needs thru a web interface as well as application redesign. Introduced and guided developer teams into UX process and best practices for web, mobile, applications and interactive solutions.

Skills: User Experience/Interface Strategy and Design, Leadership, UX Documentation, Mobile, Animation and 3D.

Software and Technologies: Adobe CS5 Master, Microsoft Expression, Silverlight, XAML and SharePoint 2010.

Industry: Real State and Corporate.

MedHost – Dallas, TX 04/2010 – 07/2010

Sr. User Experience/Interface Design and Multimedia (Contract)

- Identified and resolved user experience shortcomings on user centric application for hospitals, re-designed product and successfully solved interface/interaction issues in merely two months that the company had not been able to solve.

Victor C. Gonzalez

Sr. User Interface and Interactive Designer Specialist

- Developed the first documentation for best practices, interaction, user and business requirements and guidelines as well as planning and creating their first centralized resources library.
- Strategized and Proposed new technology trends, innovations and implementations on a WPF and Silverlight development environment.
- Created conceptual models, wireframes, low and high fidelity prototypes, planned and assessed user interaction testing, process flows, navigational maps, personas, storyboards and presentations.

Skills: User Experience, Interface Design, Leadership, Strategy, Touch Screen, Mobile, Animation and 3D.

Software and Technologies: Adobe CS5 Master, Microsoft Expression, Silverlight, XAML and SharePoint.

Industry: Healthcare.

Baylor Health Care System – Dallas, TX

04/2009 — 04/2010

Web Master/e-Commerce Project Manager

- Proposed, planned and implemented the company's first SharePoint based digital asset library, developed the information architecture, wireframes and workflows as well as designing the user interface while conforming to best practices and standards.
- Identified and offered recommendations on leveraging SharePoint's capabilities and how to utilize in conjunction various Microsoft office products such as word, picture manager and excel, increasing productivity and ease of use for several marketing departments to use on customer facing websites.
- Consolidated resources and information into a centralized well organized and accessible library, initiated communications with several departments to incorporate the library improving communication flow, adding a valuable repository of information and reducing document replication.
- Identified the company's need for implementing its first Secure FTP, persuaded and collaborated with the IT and BIS teams to implement and maintain, greatly improving internal and vendor relationships and productivity.
- Created complex information architecture, navigational paths, wireframes and designs for the consumer facing website as well as several internal initiatives by simplifying complex structures into clear reports and presentations.
- Conceptualized ideas and data into storyboards into highly acclaimed multimedia presentations for executives and partners increasing confidence on the department's ability to produce creative projects in-house vs. vendors.

Skills: Web Strategy, Web/Interactive/Mobile/Social Media Marketing, Interactive eLearning, User Interface/Experience Strategy and Design, Video and Animation.

Software and Technologies: Adobe CS5 Master, Microsoft Office, 3D Max, Microsoft Expression, CSS, HTML, Silverlight, XAML and SharePoint.

Industry: Healthcare and Non-Profit.

Is7/STRATMARK -- Richardson, TX

2006 — 2008

Assistant Director of Information Architecture/New Media Specialist

- Lead the CSI (Creative Solutions for Innovations) team, resulting on tripling productivity and reducing costs by half the first year. Efforts were credited as instrumental on the ability to stay in business.
- Created information architecture, navigational and user centric plans and documents to help internal and external clients easily understand complex project module's relationships and paths, resulting on the planning and implementation of over 30 professional, scalable and highly effective websites.
- Assessed opportunities, risks, improvements and issues incorporating creative solutions that resulted on better organized, consisted and traceable marketing campaigns.
- Solved complex problems developing strategic implementations, recommendations, improvements and implementation plans delivering successful and well received solutions for several of our clients.

Skills: Web Strategy, Web/Interactive Marketing, User Interface/Experience Strategy and Design, Video and Animation.

Software and Technologies: Adobe CS4 Master, Microsoft Office, 3D Max, Final Cut Pro, CSS, HTML, ActionScript and SharePoint.

Industry: Healthcare, Religious and Non-Profit.

Victor C. Gonzalez

Sr. User Interface and Interactive Designer Specialist

Office Expo – Addison, TX

2004 — 2006

Marketing Director/ Multimedia Specialist

- Expanded web visitors from 1000 visitors per month to 200,000 visitors the first year by re-architecture the website, applying best practices and consistently delivering goal-surpassing marketing results and ensuring complete client satisfaction.
- Introduced the company's first Intranet/Extranet delivering field and internal reps with tool and application that made it possible for them to access information and resources from any location. Credited to be determining factor on closing countless deals and avoiding losing several clients.

Skills: Marketing, Strategy, User Interface/Experience Strategy and Design, Video and Animation.

Software and Technologies: Adobe CS3, Microsoft Office, 3D Max, Microsoft Exchange, Microsoft SQL, HTML, CSS and SharePoint.

Industry: Consumer Goods, Services and B2B.

M&A Technology – Addison, TX

2000 — 2003

Multimedia Specialist/User Interface Designer

- Earned countless commendation from sales, marketing and executives for interactive presentations, reports and innovations resulting on the company's highest RFP success rate and web services client satisfaction.
- Led the planning, design, implementation and maintenance of over 35 websites, including Garland ISD, Plano ISD and Comal ISD. Credited with high client satisfaction and retention.

Skills: Web and Multimedia User Interface/Experience Strategy and Design, Video and Animation.

Software and Technologies: Adobe Suite, Microsoft Office, 3D Max, Director, HTML, Lingo, ActionScript and SQL.

Industry: Education, Manufacturing, Technology and Government.

EMPLOYMENT HISTORY CONTRACT/FREELANCE

Freelance– Dallas, TX

2008 — 2009

Some clients included: Dallas Fort Worth Airport, Dallas Cowboy's Marcus Spears, Left Brain Media, Infinitude, Tetra Pak, Saint Vincent de Paul Thrift Store and Lantana.

Art Squad/Other – Dallas, TX

2003 — 2004

Some clients included: Spanish Marketing, Michaels, Ummba Entertainment, Crystal Charity Ball and Cherry Fix.

INTERNSHIP

Sony Music – Dallas, TX

1999 — 2000

Multimedia/Interactive Designer

Freelance

Current

Sr. User Experience/Interface Design and Multimedia Expert

Bi-lingual Sports Site – UX, interface design, marketing, social media and search engine optimization

On The Pink Carpet (Cancer Awareness) – Logo, marketing, interactive and interface design as well as cross-media strategy

ESPN Facebook and Mobile Games – UX, interface design, interactivity, animation and social media integration

Artist Website and Social Strategy – UX, marketing, interface design, social media and search engine optimization

Online Music Magazine Redesign – Responsible for design, UX, usability, accessibility and innovations

Transportation Agency – Strategy, Wire framing and Information Architecture

AWARDS

Best Healthcare Interactive Web Site – Baylor (Art for Ashtma)

2010

Shining Star – Stratmark

2008

Victor C. Gonzalez

Sr. User Interface and Interactive Designer Specialist

Best Non-profit Interactive Web Design Awards – is7 (Group wide)	2007
Rookie of the Year – is7	2006
Best Cinematographer Award – The Art Institute of Dallas	2000

EDUCATION & CERTIFICATIONS

Associate of Arts in Multimedia – The Art Institute of Dallas	1998 — 2000
SharePoint 2007 MOSS Mastery	2010