

Ed Gonzalez

+1 914 805 0283
ed@edgonzalez.me

www.edgonzalez.me

Experience

Mobiquity

USER EXPERIENCE DESIGNER

AUGUST 2021–JULY 2024

- Overhauled, designed and developed a suite of mobile and web applications for clients in a variety of industries ranging from pharmaceuticals to insurance to financial consulting.
- Led human factors testing efforts from the planning, execution and high fidelity prototype building development.
- Built out advanced component libraries within Figma.
- Collaborated daily with Product Managers, Visual Designers, Researchers, Developers, Content Strategists, and Creative Leads.

Temple University

LEAD UX/UI DESIGNER

JANUARY 2018–AUGUST 2021

- Worked collaboratively with developers, designers and writers within the Web Collaboration Center to develop, implement and oversee building a cohesive design system used across all 17 schools and colleges. Built and executed user research studies to inform design decisions.
- Executed new brand work across a range of mediums and use cases.
- Spearheaded a design group that ran workshops to educate university staff members on the importance of user experience, brand and advertising.

Inverse Paradox

DESIGNER

NOVEMBER 2015–NOVEMBER 2017

- Designed custom responsive WordPress and e-commerce websites, print collateral for trade shows, brochures, business cards, and postcards for a wide variety of clients ranging from non-profit to high-end retail.
- Managed social media presence.
- Provided technical support for existing clients.

Extracurricular

Jefferson University

GRADUATE UX THESIS PANEL

MAY 2024

Temple University

GUEST LECTURER - UX & ART DIRECTION

NOVEMBER 2023

Tools & Skills

Adobe CC Suite

Figma

Sketch

ProtoPie

HTML + CSS

WordPress

Basic Shopify

Keynote

PowerPoint

Miro

UX/UI

Design Systems

Prototyping

Creative Direction

Brand Identity Systems

Packaging

Photography + Editing

Education & Certifications

Nielsen Norman Group

UX CERTIFICATE WITH SPECIALTY

IN UX MANAGEMENT

NOVEMBER 2022

SUNY New Paltz

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

CLASS OF 2014