Ed Gonzalez

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Experience

American Society of Mechanical Engineers
UI/UX DESIGNER CONTRACTOR
SEPTEMBER 2024–PRESENT

- Overhaul and modernize the design system and component library in Figma, including the migration of legacy files from Adobe XD, ensuring consistency and scalability across digital products.
- Collaborate on page layout and content updates within the existing Kentico framework, creating new pages and optimizing existing ones to improve user experience and meet business goals.

Mobiquity
UI/UX 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, managing the process from planning to execution and creating high-fidelity prototypes to support usability research.
- Built advanced component libraries in Figma, streamlining design consistency and scalability across projects.
- Collaborated daily with cross-functional teams, including Product Managers, Visual Designers, Researchers, Developers, Content Strategists, and Creative Leads, to deliver user-centric solutions.

Temple University
LEAD UI/UX DESIGNER
JANUARY 2018–AUGUST 2021

- Collaborated with cross-functional teams of developers, designers, and writers within the Web Collaboration Center to develop and implement a cohesive design system utilized across all 17 schools and colleges.
- Designed and conducted user research studies to gather insights and inform data-driven design decisions.
- Executed new brand initiatives across various mediums, including digital, print, and advertising, ensuring alignment with institutional goals.
- Led a design-focused group, organizing workshops to educate university staff on user experience principles, branding, and advertising best practices.

Inverse Paradox
DESIGNER
NOVEMBER 2015–NOVEMBER 2017

- Designed custom responsive WordPress and e-commerce websites, as well as print collateral including trade show materials, brochures, business cards, and postcards for diverse clients ranging from non-profits to high-end retail brands.
- Managed social media strategies to enhance client visibility and engagement across platforms.
- Provided technical support to existing clients, ensuring optimal website performance and addressing ongoing needs.

Extracurricular

Jefferson University
GRADUATE UX THESIS PANEL
MAY 2024

Temple University
GUEST LECTURER - UI/UX & ART DIRECTION
NOVEMBER 2023

Tools & Skills

Adobe CC Suite
Figma
Sketch
ProtoPie
HTML + CSS
WordPress
Basic Shopify
Keynote
PowerPoint
Miro
Final Cut Pro

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

SUNY New Paltz
BACHELOR OF FINE ARTS IN GRAPHIC DESIGN