GERARDO CAMBRONERO

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SENIOR UX DESIGNER
Pushing the boundaries of what is possible

The Design+Technology fusion holds boundless potential to enhance our human experience. This combination captivates me because it seamlessly integrates convenience and functionality, offering innovative solutions to everyday challenges. I aim to create functional products that inspire and elevate the human experience by utilizing cutting-edge technology to bring visionary designs to life, ultimately positively impacting people's lives.

SKILLS & TOOLS

User Experience Design | User-Centered Design | Instructional Design | User Research | User Journey Maps | Agile Methodologies | SaaS | Hi-Lo Fi Wireframes | Interactive UX Prototyping | Multi-platform Application Design | Functionality Testing | Analytics | A/B Testing | Multimedia Presentations & Communication | Design Systems | Guidelines & Documentation | Design Ideation | Conceptualization | Visual Communication (2D & 3D) | 3D Modeling | Rendering | Aerospace Architecture | Space Systems Engineering | Human-Machine Interface | Human Factors | Ergonomics & Anthropometrics

Design Systems | Style Guides | Figma | Notion | Adobe Photoshop | Adobe Illustrator | Adobe XD | SolidWorks | Blender | KeyShot | Fabrication & Prototyping | 3D Printing | CNC | NASA-STD3001Design Standards | WCAG Standards | WordPress CMS | WIX CMS | Research KPIs | Basic HTML | Basic CSS | Basic Javascript

COACHING

UX Coach
XcelUX.com Bootcamp

I provide personalized one-on-one coaching and comprehensive instruction in UX design, emphasizing a competitive skill set to create innovative interfaces, enhance user experiences, and promote efficient collaboration within product teams. This immersive online course covers essential topics in user experience research and user interface design, including User-Centered Design, User Interface Development, visual prototyping, and wireframing.

PROFESSIONAL EXPERIENCE

Halliburton
iCem® Senior Lead UX Designer   01/2021 - 06/2024

Worked closely with product owners and Agile development teams, offering leadership and expertise in UX/UI design best practices. Implemented a Figma workflow that integrated interactive prototyping. This approach improved team communication and expedited user-story grooming during sprint reviews, increasing the number of items addressed and reducing the number of questions.

My role was instrumental in guiding the UX development of iCem® cementing SaaS products and Cementing Equipment applications. Additionally, I created the styling guide and design standards documentation for iCem® X (cementing next-generation software) and developed interactive prototypes for the new UI layouts. As part of the iCem® family, I designed and deployed several desktop and mobile applications, such as CEMLive®, Cloud3D®, and iCem RT-Viewer®. These applications, including iCem® and its associated tools, are widely adopted in global oil and gas cementing.

Initiated and directed utilizing UX design methodologies for several other projects, including the Cementing Equipment Quoting Tool. I mentored new designers and showed them how to build the application's foundation using research methods, user stories, and journey maps. This application was developed to give field and warehouse personnel a more efficient solution for creating and delivering equipment price quotes to customers in real time. The new workflow reduced quoting time by 30% and significantly improved communication between field sales and warehouse operators, enhancing overall reliability and efficiency.

Orkestry   09/2020 - 09/2021
Creative Director (Equity Only)

Directed the design and development of the first application deployed by the company, successfully launching it as an Apple Store seller. The application's (FollowUpNOW®) goal was to create a messaging and communication platform that centralized all contacts into one application, providing a dedicated foundation for a single marketplace for mentors and proteges to collaborate.

Conducted thorough research and exploration, focusing on discovering and advancing emerging technologies tailored to implementing user-centered design, enriching user experiences, and refining human-machine interactions and provided services seamlessly integrating user experience and user-centered design into multiple platforms, optimizing applications and user interfaces for enhanced functionality, usability, and engagement. Combine a deep understanding of users with solid business acumen and the ability to drive an excellent Product Development Life Cycle (PDLC) that shapes product strategy.

TATA Consulting   08/2020 - 01/2021
Senior UX Designer (Contract Client - Citi Bank)

As a contracted professional specializing in UX design, I worked within the financial and banking sectors and focused on refining e-commerce and providing SaaS solutions. As a liaison for the Citi Bank Mexico office, I collaborated seamlessly with a diverse team of UX designers and developers. I played a vital role in enhancing Citi Bank's mobile and web-based services through effective remote collaboration, contributing significantly to the elevated user experience across their digital platforms.

ABS Nautical Systems   01/2020 - 03/2020
UX Analyst (Contract)

Championed ideation and actively collaborated in developing SaaS products and business applications for the international shipping industry, consistently advocating for an optimal user experience. Implemented 3D interactive graphics into the UI to graphically communicate ship status to deck forces, engineering, and vessel crew.

Established comprehensive design guidelines and specifications to ensure uniform development across all platforms and applications. Unified the design language of a suite of applications to make them more intuitive by using the same features and similar functionality whenever fitting.

Global Oceanic Designs Inc.   08/2016 - 06/2020
Chief Design Consultant (Contract)

As a full-time contractor, I played a crucial role in technology development. Contributed to many areas, such as computer-aided drawing (CAD), graphic design, Web Content Management (CMS), technical writing for patent filings, manufacture, and prototype construction and testing. I also provided and created marketing materials and web content related to all the technologies developed by the company, including engineering drawings, graphics, illustrations, and computer simulations.

My marketing materials were crucial in helping the company secure funding from investors. Global's CEO continues to use these materials, and in 2023, they played a vital role in securing a $15 million investment after my technology VR simulation was presented to stakeholders and investors.

Ensign Energy Services   01/2015 - 06/2016
Lead Industrial Designer

Leveraged human factors techniques and applied human-centered design principles to elevate the user-machine experience. Crafted innovative digital and physical interfaces and prototypes for a new control console design of Ensign's Next Generation ADR 1500-S class drilling rig fleet. Developed intuitive interactions, expediting the learning curve for new users, enhancing ongoing training effectiveness, and ultimately bolstering on-site safety and warning response.

Advent Firm   03/2014 - 01/2015
Architecture Design Engineer

Sumec North America   10/2012 - 02/2014
Industrial Designer

Techtronic Industries, Inc.   05/2011 - 05/2012
Industrial Designer (Internship)

EDUCATION

University of Houston
Master of Science – Space Architecture

Miami-Dade College
Associate of Arts – Mechanical Engineering

University of Houston
Bachelor of Science – Industrial Design

CERTIFICATES

University of Texas
Certificate – Front End Full Stack Web Developer

MILITARY

US Navy
Petty Officer 3rd Class
Secured Top-secret clearance to enable work in direct proximity to highly classified equipment and technologies.