

# Gerardo Cambroner

Senior UX Designer

Pushing the boundaries of  
what is possible

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## EDUCATION

- University of Houston
- Master of Science in Space Architecture
  - Bachelor of Science in Industrial Design

- Miami Dade College
- Associate of Arts in Mechanical Engineering

## SKILLS

- User Experience Design
- User-Centered Design
- Design Ideation & Conceptualization
- Visual Communication (2D & 3D)
- 3D Modeling & Rendering
- User Journey Maps
- Hi-Lo Fi Wireframes
- Interactive Prototyping
- Functionality Testing
- Space User Experience Design
- Aerospace Architecture
- Space Systems Engineering
- Human-Machine Interaction
- Human Factors
- Ergonomics & Anthropometrics
- Materials & Manufacturing
- Design Presentation & Communication
- Design Guidelines & Documentation
- Software simulation

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.

XcelUX.com Bootcamp  
UX Design Coach

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.

## EXPERIENCE

Exxon Mobile (Contract) — 11/2024 - Present  
**Senior UX Designer**

Design innovative solutions which make users more productive so that they can focus on really tough challenges and not their tools. Understand research findings and incorporate them into new innovative designs. Communicate designs through sketches, wireframes, and prototypes. Design elegant interfaces and processes which make the complex, simple.

Communicate, influence, and collaborate with other UX team members, stakeholders, and project teams. Adapt and flex to dynamic project needs and priorities. Collaborate with other designers to critique designs, build on standards, and contribute to the upstream technical design language. Maintain project flexibility, nimbleness, and velocity to respond to dynamic business needs.

Halliburton — 01/2021 - 06/2024  
**Senior UX Designer**

Worked closely with iCem® 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 an estimated 30% and significantly improved communication between field sales and warehouse operators, enhancing overall reliability and efficiency.

## TOOLS

- SolidWorks
- Blender - Beginner
- KeyShot Photorealism
- Fabrication & Prototyping
- 3D Printing, CNC, Laser Engraving
- NASA-STD3001 Design Standards
- Design Systems
- Style Guides
- Figma, InVision
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

## PUBLICATIONS

Mission Architectural approach for a short duration mission for a Lunar geological survey of the lava tubes and the possibility of helium-3 extraction  
November 2021  
DOI: [10.2514/6.2021-4209](https://doi.org/10.2514/6.2021-4209)  
Conference: ASCEND 2021

## MEMBERSHIPS

The Interaction Design Foundation  
Since Jul 2020  
Credential ID 85012

## CERTIFICATIONS

University of Texas  
- Full Stack Web Developer

PADI  
- Open Water Diver

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. Combined 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)**

Played a crucial role in the company's technology design and development. Contributed to many areas, such as industrial design, 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

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

## **EDUCATION**

University of Houston  
Master of Science – Space Architecture

University of Houston  
Bachelor of Science – Industrial Design

Miami-Dade College  
Associate of Arts – Mechanical Engineering

## **CERTIFICATES**

University of Texas  
Certificate – Front End Full Stack Web Developer

## **MILITARY**

US Navy — 04/1993 - 04/1997  
Petty Officer 3rd Class  
Secured Top-secret clearance to enable work in direct proximity to highly classified equipment and technologies.