

Gerardo Cambroner

Senior UX Designer

Pushing the boundaries
of what is possible

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[Portfolio](#)

[LinkedIn](#)

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
- 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 & Simulation
- Aerospace Architecture
- Space Systems Engineering
- Human-Machine Interface
- Human Factors
- Ergonomics & Anthropometrics

The Design+Technology fusion captivates me for its potential to enhance the human experience. By blending convenience and functionality, I aim to create innovative products that inspire and elevate the human experience through cutting-edge solutions, ultimately positively impacting people's lives.

COACHING

[XcelUX.com](#) Bootcamp — UX Design Coach

Prt-Time — 2021 - Present

I offer personalized one-on-one coaching and in-depth instruction in UX design, focusing on building the essential skills needed to enter the UX field. My online course covers key topics such as user research, UI design, user-centered design, visual prototyping, and wireframing, providing a strong foundation for aspiring designers.

PROFESSIONAL EXPERIENCE

Exxon Mobile — UX Design Lead - Polaris / Factors Analysis Tool

Full-Time Contract - TEKsystems — 11/2024 - Present

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 — Senior UX Designer

Full-Time — 01/2021 - 06/2024

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

- Design Systems
- Style Guides
- Figma
- Framr
- Notion
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- SolidWorks
- Blender
- KeyShot
- Fabrication & Prototyping
- 3D Printing
- NASA-STD3001 Design Standards
- WCAG Standards
- WordPress CMS
- WIX CMS
- Basic HTML
- Basic CSS
- Basic Javascript

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 — Creative Director

Equity Only, Part-Time — 09/2020 - 09/2021

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.

Citi Bank — Senior UX Designer

Full-Time Contract - TATA Consulting — 08/2020 - 01/2021

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 — UX Analyst

Full-Time Contract - BravoTech — 01/2020 - 03/2020

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 — Chief Design Consultant

Full-Time — 08/2016 - 06/2020, Part-Time — 06/2020 - Present

I play a crucial role in the company's technology design and development. I contribute 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 provide and create 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 — Lead Industrial Designer

Full-Time — 01/2015 - 06/2016

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 — Architecture Design Engineer

Full-Time — 03/2014 - 01/2015

Sumec North America — Industrial Designer

Full-Time — 10/2012 - 02/2014

Techtronic Industries, Inc. — Industrial Designer (Internship)

Full-Time — 05/2011 - 05/2012

MILITARY

US Navy — Petty Officer 3rd Class

04/1993 - 04/1997

Secured Top-secret clearance to enable work in direct proximity to highly classified military procedures, equipment, and diverse technologies.