Alejandro Gonzalez Diaz
Product Designer

✉ alegonzalezdiaz@gmail.com
📱 +1 (312) 342-4620
🖥 alejandrogonzalez.work
in linkedin.com/in/alegonzalezdiaz
⌂ Chicago

My name is Alejandro, and I am a product designer passionate about my career and helping others create intuitive and functional designs. I use iterative design methods to create user interfaces, produce design prototypes and specifications, and present to stakeholders conceptual ideas, detailed designs, and design rationale based on data.

Work Experience

Zoom | Senior Product Designer | 10/2022 - Present

Responsible for the web admin experience at Zoom Contact Center: business flow creation tools, user and role management, security, and governance.
In my role, I provide design direction for multiple products within the Zoom Customer Solution suite. I bring program managers and engineers together for alignment and collaboration to drive the vision for the product. I engage with cross-product designers and product owners to build cohesiveness and bridges between products.
Furthermore, I am honored to mentor and lead three other designers, providing them with guidance and support to help them achieve their full potential.

Uber | Senior Product Designer | 06/2022 - 10/2022

I was responsible for redesigning the Customer Support platform for mobile and web channels for Uber Freight. The new design, combined with self-support features, resulted in a 15% reduction in support ticket creation related to live loading issues. Additionally, we were able to decrease the number of calls related to live loading issues by 10%.

ServiceNow | Staff Product Designer | 10/2019 - 06/2022

I worked on designing a low-code/no-code SaaS platform empowering users with no coding knowledge to create business applications, and IT Admins control governance and security.
As a result of the new design for App Engine Studio we were able to increase the monthly active users by 120% to 824 active users, reach 321 customer installs and 6,000 plus AES apps created by customers.

Snapsheet | Senior UX/UI Designer | 10/2017 - 10/2019

Lead UX designer of a SaaS platform for car insurance companies and body shops.

iManage | Senior UX/UI Designer | 08/2015 - 10/2017

Led the redesign of a document management system for the legal industry.

Reply | UX/UI Designer | 01/2015 - 08/2015

I worked as a consultant for the FIAT Group in the US converting a web portal into a B2B mobile app that allows customers to check for defects in products after delivery and send reports with photos to the Customer Support Department.

Education

Istituto Europeo di Design
Diploma in Graphic Design
2007 - 2010

University of Navarra
Master's degree, Journalism
2005 - 2006

University of Navarra
Bachelor's degree, Communication and Media Studies
2001 - 2005

Skills

Figma   Prototyping

Information Architecture

Data-Driven Decision Making   UI

User Flows   SaaS   B2B   B2C

Designing for Complex Apps

Mobile User Experience

Design Thinking   Mentorship

Detailed design deliveries

Presentation to stakeholders

Product Design   Usability

Competitive analysis   Design systems

Languages

English
Full professional proficiency

Spanish
Native or bilingual proficiency

Italian
Native or bilingual proficiency