in linkedin.com/in/mari-gonzalez

### Summary

**Product Designer** 

UX/UI designer with over 5 years of experience in SAAS-based companies, specializing in creating user-centered designs. Thrives in high-velocity, agile environments, utilizing tools such as Asana and Azure DevOps to manage work and objectives within cross-functional scrum teams.

Experience includes collaborating with stakeholders to empathize with users and identify key areas for improvement. Leverages Figma, design thinking, and user-centered design principles to develop and iterate highfidelity wireframes and prototypes, enhancing user workflows.

## Design **Software**

Fiama Adobe XD Illustrator Photoshop InDesign

## Experience

### **Buildertrend** / Product Designer

Jun 2022 - Jun 2024

- Collaborated with project managers to identify key problem areas within the estimating features
- Worked with developers to navigate technical constraints to achieve high-quality product outcomes within agile environments
- Conducted user interviews using various testing methods to validate solutions from simple to complex workflows
- Consolidated user data and feedback regularly to iterate on designs and incorporate improvements into workflows
- Attended scrum team daily standups, sprint planning and ceremonies

# **Buildertrend** / Associate Product Designer

Jun 2020 - Jun 2022

- Created low to high-fidelity wireframes for many teams across the engineering division
- Developed web and mobile concepts and prototypes
- Redesigned and enhanced user workflows around purchase orders and financial domains

### Buildertrend / UX/UI Intern

Jun 2019 - Jun 2020

- Assisted the Senior Designer in establishing the initial in-house component design system with Figma
- Designed initial iteration of tax management feature alongside product managers

# **UNMC / Design Intern**

Feb 2019 - May 2019

• Worked with various UNMC faculty to designneeded items for events and panels in various formats, includingwebsites, emails, socials, and more

## Research **Software**

Enjoy HQ UserZoom GO Hotjar Mixpanel

# Management Tools

Asana Azure DevOps Trello

### **Areas of Focus**

**UI** Design **UX** Design Visual Design Web Design **Prototyping** User Research **User Testing** Mobile Design

#### **Eductation**

University of Omaha Nebraska / Bachelor of Fine Arts

Concentration in Graphic Design

2016 - Graduated 2020

