



# GINO GAGAZA

UX Designer | San Francisco Bay Area

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## FREELANCE EXPERIENCE

### GameWebsite | UX Researcher

April 2017 | San Francisco, CA | 3 Weeks

- Performed contextual inquiry at different boardgame stores to gain an understanding of how players go about selecting and playing different games. Using the information obtained from the research, created userflow and wireframes on Sketch derived from the point a player selects a game and how they choose who their opposing players are.

### YooLoop App | UX Designer

December 2016 | San Francisco, CA | 2.5 Weeks

- Performed contextual inquiry at skate clubs and parks, then created prototypes and wireframes based on the needs of the users. Conducted rounds of wireframe iterations leading up to functional Mid-High Fidelity prototypes created on Sketch, structuring the mockups on InVision.

### WebDoctor | General Assembly UX Student

November 2016 | San Francisco, CA | 2.5 Weeks

- Created wireframes on Sketch and mockup on InVision that made the integration of a new DNA Testing feature. Aimed to focus on an interface that keeps the original layout and usability of the original website, while implementing the new function.

## WORK EXPERIENCE

### One Kings Lane | Customer Care Specialist, Lead

June 2015 - September 2016 | San Francisco, CA

- Remotely managed 11 customer care specialists from customer service center in Coos Bay, Oregon, while handling escalated phone calls and client email inquiries
- Partnered with product designers to develop chat feature during checkout, specifically for the Holiday Season of 2015. Conducted usability testing with customer care team on the functionality to the chat system.
- Quality assurance tasks, such as reviewing customer surveys to help improve the usability of the company's website and app.

### Mercari App | User Support Representative (Temp)

March 2015 - May 2015 | San Francisco, CA

- Reviewed customer inquiries, and determined whether or not each member was authentic or fraud.
- Analyzed user trends that could potentially identify pain points to help improve the app.

### H&M | Cash Register Lead

October 2010 - October 2014 | Daly City, CA

## SKILLS

User Experience Design  
User Experience Research  
Interaction Design  
Information Architecture  
Content Strategy  
Communication  
Empathy  
Heuristic Evaluation  
Persona Development  
Contextual Inquiry  
Agile Development/  
Environment

## TOOLS

Sketch  
Figma  
InVision  
Flinto  
Adobe Photoshop  
Microsoft Office  
Axure  
Basic HTML/CSS  
Principle  
Google Analytics  
Origami

## EDUCATION

### User Experience Design

### Immersive | General Assembly

October 2016 - December 2016  
San Francisco, CA

### San Francisco State University |

B.A., Communications  
August 2012 - May 2014