

# Tomas Gonzalez Experience Designer

**Email:** [admin@tomasigonzalez.com](mailto:admin@tomasigonzalez.com)

**Portfolio:** [www.tomasigonzalez.com](http://www.tomasigonzalez.com)

**Mobile:** +64 027 397 8220

Auckland, New Zealand

**LinkedIn:** [linkedin.com/in/tomasigo](https://www.linkedin.com/in/tomasigo)

## Summary

**User Experience Designer** with 5+ years of experience. I have a passion to solve problems by creating data-driven and creative solutions. My role as a User Experience designer is about using design as a positive force, creating a more inclusive, efficient, and ethical digital world.

## Work Experience

### UX / UI Designer

Synergy Advisory — Auckland, NZ

2019 – 2024

- Designed and maintained a comprehensive recruitment & onboarding system to successfully attract more than +2,900 overseas applicants.
- Worked with developers to create an ATS (Applicant Tracking System) + Operational system for the company to help streamline recruitment, hiring, and onboarding of candidates.
- Successfully translating complex business requirements into intuitive & user-friendly interfaces -specifically achieved through user research, testing, interviews & crafting of proto-personas.
- Stakeholder management and working within a large multi-disciplinary team.
- Established first design guide and asset library. Designed brand strategy, logo and website.
- Design wireframes, high-fidelity designs, and user flow prototypes in Figma as needed.
- Setting up a comprehensive E-com site for start-up(s) with Shopify, research and design of content.
- Interactive workshop planning and facilitation. 'Design & Business workshops.'

### Freelance Work | UX / UI Designer

2017 - 2018

Work primarily consisted of web projects and logo designs: Wireframing, UI design, website creation. Designing print and branding assets (content patterns, video/social media content).

## Skills

**Software:** Figma, Illustrator, Premiere Pro, InDesign, Google Suite, Microsoft 365, Shopify, Sketch, Meta.

**Visual:** User Interface design, Graphic & Identity design, Visual design, Miro, Video editing.

**Process:** Rapid prototyping, User research / testing, Accessibility, UX writing, Design system, Agile methodology.

**Front-End Dev:** HTML, CSS, SASS, Figma Dev, GitHub, VSCode, iTerm2.

**Soft Skills:** Curiosity & continuous learning, Communication skills, Collaboration, Attention to detail.

**Spoken Languages:** English (*fluent*), Spanish (*fluent*).

## Education

### Auckland University of Technology (AUT)

Bachelor of Creative Technologies (BCT / COLAB)

Feb 2015 – Dec 2018

### Interaction Design Foundation — IDF

Certificate in Gestalt Psychology and Web Design & Accessibility: "How do Design for All"

Mar 2018 – Mar 2019