Sonia Gayosso

UX Designer

in soniagayossosanchez

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🖱 sonia-gayoso.com

ABOUT

I enjoy
learning
every day!

I'm passionate about unbiased and cross-cultural content. In the near future I aspire to become a facilitator and accelerator of sustainable change in social enterprises.

After working as designer and front-end for 7+ years, my UX career began in 2012. During this time **I've had the privilege of working for diverse organizational structures, sectors and projects**; including corporate environments, startups, government and non-profit organizations.

My day-to-day challenges are immerse in the **cycle of discerning and cascading the user research findings and the product value** from business strategy to implementation.

The scope of my practice includes stakeholder alignment, reviewing cross-department design processes, identifying and closing the gap between teams, creating a collaborative atmosphere, implementing strategic workshops and change management programs to reduce organizational fragmentation and silos practices.

SKILLS

UX Strategy   Prototyping   Localization
Design Systems   Business Agility   Design Ops
Facilitation   Program Mgmt   Design Thinking
Roadmaps and Backlog   Ideation   Lean-Agile
Branding   Creative Collaboration
User Research Objectives   SAFe®

SOFTWARE

Miro	Sketch	Abstract
Overflow	Adobe Suite	Brakets
InVision	UXPin	Sublime

EDUCATION

Bachelor of Graphic Communication

Universidad Nacional Autónoma de México
1997-2000

Master in Creativity for Design

Instituto Nacional de Bellas Artes
2006 - 2008

Certifications

SAFe® 5 Agilist
2021

UX Manager, ID 1034823
NNg **2020**

EDUCATION

Courses

NNg

Analytics and User Experience 2021

How to Interpret UX Numbers: Statistics for UX 2021

UX Roadmaps 2020

Measuring UX and ROI 2020

DesignOps: Scaling UX Design and User Research 2020

Being a UX Leader Essential Skills for any UX Practitioner 2020

Design Tradeoffs and UX Decision Frameworks 2020

Engaging Stakeholders to Build Buy-in 2020

IDEO

Leading for Creativity 2021

Cultivating Creative Collaboration 2021

Power of Purpose 2021

Acumen Academy

Systems Practice 2020

Lean Data Approaches to Measure Social Impact 2020

Adaptive Leadership: Mobilizing for Change 2019

Other courses

User Research and Design 2018

CSS and Java Script 2016

Front-end Web and Bootstrap 2016

Multichannel Marketing Training for Marketers 2014

Business Analysis Requirements Management and Communication 2014

Human-computer Interaction 2013

WORK

UX Design Manager

💼 Insulet

Dec 2020 - until date

Insulet is a medical device company headquartered in Massachusetts, dedicated to automate insulin delivery through a closed-loop system for diabetes type 1 patients. Insulet is preparing to launch the main and companion app in Europe, Canada, Middle East and Asia.

My role as UX Portfolio Manager is to translate and localize these products, with a deep understanding of the specific needs and cultural considerations, regulatory requirements and technical feasibility (as keyboard's localization).

As a Team Manager I'm in charge of building a healthy strong creative collaboration among UX and cross-functional teams under a SAFe® environment, provide operational support for multiple projects, ensure scalable solutions and refine processes; as well as mentoring and helping defining roles and development tracks.

Latest UX Projects:

Localization and Internationalization of DASH for Middle East and Asia, Omnipod 5 and View app for Canada and Europe.

UX Design Manager

💼 TalentGuard

Mar 2018 - Nov 2020

TalentGuard is an established startup that provides HR software solutions focused on talent retaining, succession planning and career development.

The product was initially built from a developer centric perspective without user experience in mind, the inefficient usability, confusing architecture and limited budget were just some of the challenges; the main barrier was to educate and evolve the company's process form a low UX maturity model to a dedicated service design model.

Major UX Projects:

Career Path, Succession planning.

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WORK

UX/UI Designer
🧳 Mobiik - Microsoft
Jul 2017 - Feb 2018

Worked for Microsoft as main UX and interaction designer for the Mexican Secretariat of Finance, in the tax return software enhancement initiative.

My responsibility included working across multiple teams to determine clear product requirements, building and sharing knowledge, UX-UI mockups, prototyping and guiding the design following the official Design System.

Major UX-UI Projects:

Mexico National Secretariat of Finance tax returns online forms.

Digital Product UX/UI and Strategic Brand Manager
🧳 Freelance consultant
Jan 2016 - Jun 2017

Drove end-to-end experiences for different media from creative strategy to product final deployment, integrating market analysis and metrics.

My functions included UX-UI and interaction design, e-learning and advertisement for mobile and web applications, print management, Content Management System installation and administration.

Focused on the creation of empathetic collaboration environments with the clients through design thinking methodologies such as workshops, card sorting, interviewing, personas, mind mapping, prototyping, and customer journeys.

Major UX-UI Projects:

Safe Scape app, Venom Shield antivirus, Come y Canta.

Major Branding Projects:

Troga, UN Volunteers

Design Coordinator Marketing Communication Latin America and Brazil
🧳 Merck Sharp & Dohme pharmaceutical
Mar 2013 - Oct 2015

Lead regional strategies on printed and digital media for different franchises considering graphic and content right management as well as product and branding legal implications.

As principal UX and information architect I was responsible to ensure engaging cognitive experiences empowered by meaningful high-quality graphics and proficient liable front-end development.

Was also in charge of content ingestion and updating of Merck's CRM platform (Oracle on Demand Sales). Implemented mentoring sessions to close the technical and business analytics knowledge gaps, started customer-user understanding program.

My responsibilities included digital asset management applying indexing and metadata standards to ensure reliable and easy accessing across the region.

Major Marketing Projects:

Oncology, Dyslipidemia, Diabetes, and Vaccines.

Major UX-UI Projects:

iPad transformation initiative, Email marketing content transformation initiative.

Business Analyst + UX Designer
🧳 IBM
Jan 2012 - Dec 2012

Helped a global team of developers and business analysts to redesign and build rich internet applications optimized for maximum speed and scalability for a telecommunication firm, documented tasks using IBM standards.

Defined usability and accessibility guidelines, designed HTML/CSS/JavaScript prototypes, participated in QA code improvement activities, was a consultant for cross browser and mobile application migration, reviewed and developed training material for the client's change management program.

Major UX-UI Projects:

Digital transformation initiative for the Structured sales process.

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