Product Manager \ UX\UI Designer

**Gonzalo Arochas**

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## Summary

* **5 years of experience in UI/UX Design for Philips Morris, Cellcom, Bynet .**
* **10 years of experience as Art Director: Ikea, Suzuki, am:pm, Dor Alon.**
* Experience using **prototyping** to demonstrate how a particular flow or interaction will work
* Creating **wireframes**, **storyboards**, **user flows**, and site maps**.**
* Understanding product specifications and user psychology.
* Experience with **B2C products**.
* Understanding of modern **responsive design** and how it affects layout and usability
* Fluent with **Adobe Creative Cloud** apps like **Photoshop**, **Illustrator** and **Indesign**.
* Familiarity with UX prototyping tools such as **InVision**.
* Have the Ability to **prioritize** and manage several milestones and projects efficiently.

## Experience

### **2016-2021 UX/UI designer**, Sogo Digital UI & UX Development

* Created and presented **wireframes**, mockups, process flows, information architecture, site maps, and prototypes for complex web applications, websites and mobile experiences.
* Designed and maintained complete websites from basic sites to dashboards.
* Provided effective and functional web designs to companies that met their specific business/personal needs.
* Provided competitive market analysis on the e-commerce site and proposed suggestions to the design and available functionality.
* Worked with big companies such as: **Philips Morris, Cellcom, Porsche Travels**, **Auto Center, Bynet, Willi Food** and **Heli Maman**.

### **2012-2016 3D designer**, 3dup Architectural Rendering

* Worked with interior designers and architects on big-scale projects to develop design solutions based on research and clients needs.
* Created a concept through presentations, sketches, layout drawings, and 3D visualizations.
* Worked on the final drawings, selection of color pallets and materials.

### **2010-2011 Art Director**, Shimoni Finkelstein Barki Advertising Agency

* Responsible for: creative planning, branding, graphic design across multiple tools & platforms, marketing tools for a wide variety of collateral, digital, print, etc.
* Worked with companies such as: **Suzuki, Leiman Schlussel** and **Mega Sport**.

### **2008-2010 Art Director**, Shitrit Media Group Advertising Agency

* Creates innovative campaigns, branding strategies and out of the box concepts to effectively reach out to client’s target.
* Worked with companies such as: **Dor Alon, am:pm** and **Mega Supermarket**.

### **2006-2008 Art Director**, Azimut BBRG Group Advertising Agency

* Developed multiple concepts for assigned products in partnership with senior copywriters.
* Directed photographers, illustrators, designers and production staff to ensure proper production of campaign elements.
* Worked with companies such as: **Ikea, Africa Israel, Assuta** and **Seminar Hakibutzim**.

## Education

### **2016-2017** **UX/UI Design**, "Shenkar" college

* Learned the design principles of Landing page, E-commerce site, Responsive design, the   
  importance of a pixel perfect, Bootstrap's grid.
* Differences between Native app and Web app.
* Conducted user and market researches.
* Designed on Adobe Photoshop & Illustrator.

### **2011-2012** **Architectural Rendering**, "Archijob" studio

* Learned the principles of composition, masks, textures, surfaces, materials, 3D.
* Designed on SketchUp & V-Ray.

### **2005-2006** **Art Direction**, "Creativos" college

* Learned the process of translating that concept - that creative direction - into visuals and honing in on the emotion that needs to be conveyed.

### **2001-2004** **Visual Communication**, "Ascola-Meimad" college

* Learned to create visual material across a variety of visual formats and channels including web, television, advertising and publishing.

### **1996-1997** **Mechina Program**, "Tel Aviv University"

* 4 units.

## Projects

### 2021 [PORSCHE TRAVELS](https://gonzaloarochas.wixsite.com/work/work2) - UX/UI Design

The company offers an exclusive menu of luxurious tours with Porsche sports cars in the spirit of the brand.

* Create wireframes, mockups and prototypes.
* Met with internal stakeholders and external users to preview design decisions and create productive experiences within the product.
* Successfully created, implemented and developed a new look and style for notable web presence.

### 2021 [UNION MEDIA](https://gonzaloarochas.wixsite.com/work/work1) - UX/UI Design

Union Media is a leading one-stop-shop for all media services.

* Interviews, Market research, Design thinking, Low & High fidelity Wireframes, User testing.
* Responsible for shaping the end-to-end user experience on the corporate website.
* Technology compatible design.

### 2021 [LIVIA](https://gonzaloarochas.wixsite.com/work/work3) - UX/UI Design

Livia is the first scientifically proven wearable solution for period pain relief.

* Defined visual language in the form of design, framework, ecommerce concepts and shopping tools based on principles of design and usability across web and mobile platforms.
* Researched methods to evolve the user experience in the form of smart design solutions and new user interactions.
* Worked collaboratively with product managers and developers to ensure designs were delivered according to concept.

### 2020 [IQOS](https://gonzaloarochas.wixsite.com/work/work4) - UX/UI Design

Mobile landing page

* Created specialty landing pages, email promos and newsletters.
* Focused on the brand message while providing a memorable user experience.
* Effectively liaised with development teams to implement design solutions and oversee design and front-end development standards.

### 2020 [CELLCOM](https://gonzaloarochas.wixsite.com/work/work5) - UX/UI Design

Chatbot

* Creating wireframes and a prototype that featured a simple navigation system, streamlined check-out process, and an easy-to-use interface for multiple people.
* Technology compatible design.

### 2020 [RELS](https://gonzaloarochas.wixsite.com/work/work6) - UX/UI Design

Time tracking app

* Conducting user interviews, capturing requirements, developing use cases, diagramming workflow & app hierarchical structure and designing UI mock-ups for demo.
* Research and provide analysis on different Android-based mobile UI/UX.
* Created dropdowns to improve the user interface and simplify the process.

## Military Service

### 1998-2000 Call center manager, Israeli Air Force - Certificate of excellence

* Developing objectives for the call center’s day-to-day activities.
* Conducting effective resource planning to maximize the productivity of resources (people, technology, etc.).
* Collecting and analyzing call-center statistics.

## Tools

* UI design and prototype - **Photoshop, Illustrator, Adobe products.**
* V-ray, SketchUp.
* Microsoft and google products.

## Skills

* Design thinking
* Problem Solver
* Presentation Skills
* Fast Learner
* Team Player
* Highly analytical