



# Gonzalo Vásquez

## Product designer

Connecting business and technology through design  
and helping deliver human-centred products.

✉ [gonzalo.dcv@gmail.com](mailto:gonzalo.dcv@gmail.com)

☎ +353 083 0663784

in [www.linkedin.com/in/gonzalovc](https://www.linkedin.com/in/gonzalovc)

📍 Dublin - Ireland

## ◇ BACKGROUND

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### Product Designer Career - Equifax (Global Consumer Solutions)

Dublin, Ireland. Aug 2018 - Today

- Lead designer for GCS Design System working on research, design and implementation. Collaborating with teams in Ireland, USA, Canada and UK.
- Implementing front-end code in production and giving support to A11y audits and recommendations for development teams.
- Working within the Global Consumer Solutions Alliance for the Member Center US (myEquifax.com, based on the GCS Design System), product delivered and leaded by the Dublin tribe.

### Application UI/UX Designer Career - Equifax (Core Software Engineering)

Santiago, Chile. Sept 2017 - July 2018

- Part of a team effort to build a solid unique UI framework for the Core Software Engineering.
- Responsible for designing the node pattern orchestration process of CPT application and the UI CLIENT implementation form.
- Designing and delivering different UI's and experiences for internal and external applications like Platform Manager UI and EFEM (Fraud Management).

### Application UI/UX Designer Intermediate - Equifax (Core Software Engineering)

Santiago, Chile. Feb 2015 - Sept 2017

- In charge of design the 1st version for Fraud Platform delivered to Spain, Canada, Peru and Australia.
- Part of the design team for a UI of a platform of Government Benefits, Grants and Healthcare in USA.

### Head of Design Area - Open Latinoamérica

Santiago, Chile. Feb 2012 - Jan 2015

- Leading a design team.
- UI design for LMS and web applications.
- Delivering e-learning experiences for private and public companies.
- Motion design for video production with Autodesk Maya and After Effects.

### Multimedia designer - Open Latinoamérica

Santiago, Chile. May 2010 - Feb 2012

### Graphic Animation Designer - IO Group

Santiago, Chile. Sep 2008 - Apr 2010

## ◇ SKILLS

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- Design of conceptual wireframes, mockups, flow diagrams, interaction specifications, prototypes and final assets.
- UI design for different SaaS platforms and implementations, front end development (html5, SASS/CSS, JS). Knowledge of Angular development (npm, cli).
- Passionate about design with data in mind using Analytics, A/B testing, and continuous customer feedback.
- Experienced working in a collaborative Agile environment across multiple teams, working directly with Product owners and Product Managers for product design and developers for implementation.
- Knowledgeable of best practices for User Research, Information Architecture and User Centric Design methodologies and process as well as usability principles and usability testing.
- Proficiency in design tools e.g. Adobe Illustrator and XD, Sketch, Axure, Figma and Prototype tools like Flinto, Principle, Marvel and InVision app.
- Experienced using GIT and command line tools.
- Knowledge of motion design working with Autodesk Maya and After Effects.

## ◇ EDUCATION

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### **Certificate in Critical Research (Foundations, Futures & Skills)**

IADT. Dublin - Ireland, 2020

### **Course - SAFe for Teams (4.5) Practitioner**

Equifax. Santiago - Chile, 2017

### **B.A. Design in Visual Communication**

Universidad Tecnológica Metropolitana. Santiago - Chile, 2007

## ◇ OTHERS

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### **Interaction 20 - IXDA (Attendee)**

Milano - Italy, 2020

### **Laboratoria - Mentoring for women in tech (Mentor)**

Santiago - Chile, 2017 and 2018

### **Interaction South America 2016 - ISA 16 (Attendee)**

Universidad Católica, Santiago - Chile, 2016