

Ricardo Gallegos

UX Designer

San Francisco, CA - Email me on Indeed: [indeed.com/r/Ricardo-Gallegos/6562006524d25163](https://www.indeed.com/r/Ricardo-Gallegos/6562006524d25163)

Authorized to work in the US for any employer

WORK EXPERIENCE

UX Designer

HandMade Inc. - San Francisco, CA - April 2017 to Present

Overhauled an e-commerce platform dedicated to helping South African artists, designers & hobbyists – discover, buy and sell locally handmade goods.

- Conducted 2-weeks of competitive analysis on 6 direct competing companies, evaluating how they handle usability and functionality. As a result, I gained insights into my competitors' weaknesses and used that to help differentiate my clients' product.
- Implemented a 4-week long responsive re-design that helped increase user visitation and registration by 5%. Developed a consistent UX by prioritizing visual content and media onto a fluid grid, acclimating to old or new screen resolutions.
- Created and developed two sets of lo & hi fidelity mobile, tablet and desktop prototypes using Sketch and Flinto. Tested, observed and communicated on 5 test users in a duration of 2 days, gaining usability insights and reducing future design cost.

UX Designer

San Francisco Soccer Football League - San Francisco, CA - January 2017 to April 2017

Responsible for revamping the SFSFL website to elevate the presence of the league in San Francisco while optimizing the user experience for both mobile and web applications.

- Synthesized 2-weeks of user research to aid in the development of two data-driven personas, This enhanced my understanding and increased my communication with my users to better understand their goals, as well as guide and defend design decisions.
- Designed an effective user flows that created a visible entry point and pathway that clearly demonstrated to my users' the ability to achieve their goals. All while, discovering and correcting current pain points while adding information and content where needed.
- Employed a 2-week mobile first design process to create a responsive website that organically adapts to a diversity of screen resolutions and prioritizes user content to epitomize the site goals.

UX Designer

NOMADPASS.COM - San Francisco, CA - April 2016 to May 2016

Created a purposeful, trustworthy landing page for the “digital nomad” that conveys the values and benefits of joining the Nomad Pass community: “Make friends, live & get assistance.”

- Collaborated in daily design sessions with clients, brainstormed design concepts and created hand sketched lo-fi wireframes that were ultimately refined and implemented into the landing page.
- Conducted interviews with users around the world, resulting in valuable insights on current competitors and user needs.
- Worked with the engineering team by adapting new design parameters and provided deliverables in a design platform infrequently used, resulting in an effortless implementation of design changes.

UX Research UI Design

San Francisco Travel - San Francisco, CA - March 2016 to April 2016

Created a visually rich mobile application that provides tourists the ability to navigate, discover and learn how to use Muni system when visiting San Francisco.

- Created & distributed an online survey designed to uncover user behavior patterns and thought processes.
- Conducted in-person interviews by canvassing several tourist hotspots in San Francisco, increasing user empathy and producing rich qualitative information.
- Developed rapid paper and click-through prototypes that provided insights into user interactions at various levels of the design resulting in unexpected discoveries.

Store Designer

Crome Architecture Inc. - San Francisco, CA - October 2013 to March 2016

Project: Williams-Sonoma Inc. Store redesign for Pottery Barn & Pottery Barn Kids

- Work closely with the architect and engineers to develop a new store layout, which gives customers a better shopping experience, resulting in an increase in customer return rate and an upturn in revenue for the brand.
- Focused on cutting cost by finding substitutes for fixtures and flooring without impacting the overall quality and feel of the store.
- Attended monthly domestic on-site store visits to perform layout walks and solidify a good working relationship with owners.

Project Engineer

Fisher Development, Inc - San Francisco, CA - April 2013 to September 2013

Project: Nordstrom Rack- 901 Market Street, San Francisco, CA - Core & Storefront Renovation- 55,000 sf. Flagship Store

- Maintained daily communication with superintendent, architect, subcontractors and engineers regarding daily field operations.
- Assisted Project Manager in the preparation of proposals and identifying scope, budget, pricing, and schedule.
- Analyzed and distributed project scope revisions to subcontractors and followed-up on pricing information.

EDUCATION

User Experience Design

General Assembly - San Francisco, CA
March 2016 to May 2016

BA in Architecture

University of San Francisco - San Francisco, CA
June 2009 to May 2011

SKILLS

CSS, HTML, Adobe Illustrator, Javascript, Adobe Photoshop, Rapid Prototyping, User Experience Design, User Research, Usability Testing, Wireframes, Mobile Design, Flow Diagrams, Sketch App, Invision App, Framer JS, Website Design, Responsive Web Design

LINKS

<https://ricardogallegos-ux.com/>

ADDITIONAL INFORMATION

- Empathetic listener who takes and active interest in what people have to say, while still being able to ask important questions.
- Experienced negotiator with a strong record of conflict resolution.
- Adept to work in various work environments, technologies and circumstances.