

janet gonzales

ux designer

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education

Parsons School of Design '21

UX/UI Design

Careerfoundry '21

UX Design

Westminster College '19

Business Administration

Brigham Young University '11

History

tools

Adobe XD

Adobe Illustrator

Balsamiq

Figma

Miro

Sketch

Whimsical

skills

Competitive Analysis

User Flows & Testing

User Personas

Wireframing

Prototyping

Mockups

Style Guides

Responsive Design

Color Theory

Pattern Libraries

Native and Web Apps

Designing for Accessibility

profile

UX/UI designer with background in finance, management and operations. Experienced in business strategy for small and large businesses, user testing and research, and collaborating in and managing teams.

experience

2021 – Present Administrative Manager (UBS)

- Manager for Utah, New Mexico and Arizona offices.
- Responsible for onboarding, coaching and mentorship.
- Responsible for transaction, correspondence and general market approvals.
- Created responses to and processes for regulatory changes, audit findings and other supervisory reviews.

2021 – Present Freelance UX Designer (Yappe Co.)

- Lead UX Researcher for a Healthcare App, created user journeys, personas and flows, collaborated with Senior UX Designer and Developer.
- UX Designer and Researcher for a Financial Advisory Firm's internal workflow software. Conducted user tests, interviews, created wireframes and prototypes, saw firm through rollout and multiple iterations.

2019 – 2021 Director of Operations (Crewe)

- Responsible for mentoring, growth and coaching of 20 new associates. Led supervision of the intern program, development of firmwide policies and procedures, and investment team client suitability reviews.
- Led development and implementation of regulatory oversight and client relationship management technology: conducted user interviews, led system configuration and designed workflows resulting in increased processing efficiency and reporting accuracy.

interests

Figure Skating
Traveling
Hiking
History
Philosophy
Ultramarathon Training
Yoga

projects

Local Vibes

Designed and created a prototype for an app that connects travelers to locals using Balsamiq and Figma. Conducted user research, created personas and user flows, sketched low-fidelity wireframes, developed style guide and conducted user testing.

Sequoia

Created a prototype for a simple and sustainable investing app using Figma. Conducted interviews, surveys and user tests, conducted research with vendors, advisors and users to understand user needs.

- Created workflows to automate compliance recordkeeping in order to ensure accurate client data and complete reporting to meet regulatory requirements.
- Collaborated with python developer to automate performance reports for client meetings. Lead collection of detailed reporting requirements and end user testing, resulting in time saved across company and increased reporting accuracy.

2019 – 2021

Associate (Goldman Sachs)

- Promoted to Compliance Associate in 2019 after outstanding review as Operations Associate.
- Collaborated with developers to create software updates in order to ensure a more seamless user experience, accurate client data and compliance with federal regulations.
- Intern Coordinator and Analyst Mentor, responsible for creating and improving upon the onboarding process to ensure a positive experience for interns and analysts while starting at the firm.

2013 – 2016

Senior Investment Specialist (Fidelity)

- Promoted five times within the three years I worked at Fidelity, starting in Customer Service.
- Managed teams of sales representatives, conducting sales training, onboarding and career development discussions in order to retain and train new employees within the firm.
- Lead creation of Fidelity online support pages. Gathered feedback through end user input to enhance online documentation and reshape workflows, resulting in simplified process for all representatives.