

# Mario Avalos

## Design and User Experience

 mariogavalos@outlook.com  
 206.399.5013  
 website

## EXPERIENCE

### Axon Sr. Product Designer

2019 - 2025

- Reduced customer support volume by 60% and cut deployment time from 200 to 100 days by redesigning the end-to-end hardware-to-software onboarding journey.
- Increased customer-led installation rates from 0% to 60% through the launch of an automated camera discovery engine and an interactive, device-aware troubleshooting chatbot.
- Engineered a "Service Design" strategy that linked hardware serial numbers at the point of purchase, eliminating the primary administrative bottleneck for independent setup.
- Led cross-functional collaboration with e-learning and engineering teams to architect complex branching logic for troubleshooting across three distinct hardware variations.
- Derived actionable insights by shadowing field installs and support calls, translating "technical anxiety" and physical site constraints into high-impact product features.

## SKILLS

### Core UX/Design

Prototyping  
Wireframing  
Usability  
Iteration  
Sketching  
Figma  
Sketch

### Visual Design

Information Architecture  
Interaction Design  
Design Systems  
User Flows

### Research & Strategy

Discovery  
Interviews  
Testing  
Research  
Personas  
System Thinking

### Product & Collaboration

Agile/Scrum  
Gaps Analysis  
Collaboration  
Leadership  
Ambiguity  
Prioritization  
Cross-functional

### Avaya Sr. Product Designer

2018 - 2019

- Designed administrative UIs for building and configuring complex Interactive Voice Response (IVR) menu trees for enterprise contact centers.
- Created visual, drag-and-drop workflow tools for defining caller paths and routing logic.
- Conducted targeted research (interviews, usability tests) with Avaya administrators, contact center managers to understand configuration needs and pain points.
- Simplified the creation of complex call-handling logic, including conditional routing, time-of-day settings, and language localization options.
- Collaborated with engineering to translate platform-specific constraints (e.g., telephony protocols, server-side logic) into an intuitive, scalable UI structure.

### Quantum/Castle Sr. Product Designer

2016 - 2018

- Designed complex data management and visualization interfaces for large-scale enterprise cloud storage solutions, focusing on scalability and performance monitoring.
- Developed user flows, wireframes, and high-fidelity prototypes for key features such as data migration, role based access control (RBAC), and storage capacity planning.
- Conducted user research and usability testing with IT administrators, DevOps engineers, and data architects to understand enterprise-level operational needs and pain points.
- Defined and maintained a consistent design system/library for the cloud console to ensure UI harmony across multiple services and feature sets.
- Collaborated closely with product management and engineering to translate technical constraints (e.g., latency, throughput, security protocols) into intuitive and compliant user experiences.

### Amazon UX Designer (Founding member of Amazon Studios)

2011- 2016

- Pioneered the core web collaboration experience, enabling users to collaboratively develop and iterate on original stories and professional screenplays.
- Designed a cloud-based interface for creative file management, introducing features for seamless sharing and version control of working documents.
- Created and delivered "Storywriter," a custom word processing application that automatically formatted user input to meet professional screenplay industry standards.
- Developed a range of on- and off-site marketing materials, resulting in featured placements in industry publications such as Variety and The Hollywood Reporter.
- Designed and coded email newsletters and social media communication templates to drive community engagement and participation in the platform.

## REFERENCES

*Direct contact info available upon request*

Dave Suzuki

Principal Product Manager - Hiya Inc.

[linkedin.com/in/davesuzuki/](https://linkedin.com/in/davesuzuki/)

Greg Harder

Principal Product Manager - Axon

[linkedin.com/in/gregharder/](https://linkedin.com/in/gregharder/)

Arash Golchubian

Software Engineering Manager - Axon

[linkedin.com/in/arash-golchubian/](https://linkedin.com/in/arash-golchubian/)

Stefanie Leyda

Sr Product Designer - Axon

[linkedin.com/in/stefanie-m-funtsch/](https://linkedin.com/in/stefanie-m-funtsch/)

Ryan Collier

Dir. of Product Design - Axon

[linkedin.com/in/theryancollier/](https://linkedin.com/in/theryancollier/)

## EDUCATION

The Art Institute of California  
2004 - 2007