

Mario Avalos

Design and User Experience

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 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.

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Greg Harder

Principal Product Manager - Axon

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Arash Golchubian

Software Engineering Manager - Axon

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Stefanie Leyda

Sr Product Designer - Axon

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Ryan Collier

Dir. of Product Design - Axon

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EDUCATION

The Art Institute of California
2004 - 2007