# Mario Avalos

Design and
User Experience

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## 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

## EDUCATION

The Art Institute of California
2004 - 2007

## 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.

### 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/ |
| Greg Harder | Principal Product Manager - Axon | linkedin.com/in/gregharder/ |
| Arash Golchubian | Software Engineering Manager - Axon | linkedin.com/in/arash-golchubian/ |
| Stefanie Leyda | Sr Product Designer - Axon | linkedin.com/in/stefanie-m-funtsch/ |
| Karsten Rowe | Principal Product Designer - Veeam | linkedin.com/in/karstenrowe/ |