Mario Avalos

Design and
User Experience

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🗔 website

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 memeber 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*

Name	Title	LinkedIn
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/
Ryan Collier	Director of Product Design - Axon	linkedin.com/in/theryancollier/
Nick Stoermer	Sr. Product Designer - Axon	linkedin.com/in/nickstoermer/