Beatrix Marie P. Gonzales

Experience Designer

📞 +63 917 591 9166

🌐 https://tria-g.github.io

✉ beatrixmariegonzales@gmail.com

Work

Experience Designer

Globe Telecom | Jan 2021 - Present

Direct hire (Since Feb 2023) | Client-based hire by Asticom (Jan 2021-Jan 2023)

- Crafts experience concepts to address business problems of projects from Enterprise, Network Technology, and Business-to-Business domains
- Liaises with business stakeholders to gather project requirements
- Designs product workflows and user interfaces through iterations
- Conducts qualitative and quantitive user research to support a product's design direction and address its usability problems

UX/UI Designer, Graphic Designer, & Video Editor

Freelance | Mar 2019 - Present

- Designed systems for a computer services e-commerce, rental property biz, org room access, org officer apps, and clothing biz
- Created all social media content and managed the promotional strategy of a dessert shop
- Created the branding for a restaurant, a dessert shop, and pet food business
- Created videos for an educational institution and social enterprise to promote animal assisted therapy

UX Design Intern

GroupM | Jun - Aug 2019

- Designed web/mobile applications and completed research reports for a telecommunications client

Co-Curricular

Vice President for Communications

Ateneo Management Information Systems Association | May 2019 - Jun 2020

- Led 2 Associate Vice Presidents and 33 officers comprised of creative directors, promotional strategists, and photo/videographers
- Approved all social media promotions including but not limited to the collaterals for the organization's 6 major projects
- Designed over 50 official promotions and 3 UX/UI designs
- Headed the organization's rebranding

Web Designer

The GUIDON | Aug 2019 - May 2020

- Designed 2 interactive articles for the official website

Deputy Project Manager

Vitastar Skills Management Services Inc. | Aug 2019 - May 2020

- Conducted business analysis on the recruitment process, which determined the need for BPR, SaaS, and change management

Skills

- User experience design
- UX/UI design
- User research
- Graphic design & branding
- Video editing
- Project management
- Business & systems analysis
- Basic programming: HTML, CSS, RoR, Java, and Python
- Languages: English, Filipino, and Korean (limited working)

Tools

- Adobe CC: XD, Illustrator, Premiere Pro, After Effects, and Photoshop
- Figma

Education

Ateneo de Manila University

2016 - 2020

BS Management Information Systems Specialization in Enterprise Systems Minor in Korean Studies

Relevant courses:
- Business Process Management
- Enterprise Systems Planning
- IT Management
- Project Management
- Systems Analysis and Design

Seoul National University

International Summer Program | Jun - Jul 2018

Relevant courses:
- Computer Science (Python)
- Marketing
- Korean Language

Achievements

Ateneo Korean Vlog Competition

Nov 2018, Oct 2019

Consecutive grand prize winner

ASEAN Culture House Video Contest

Mar 2019

ASEAN Culture House Director-General silver prize winner