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## ABOUT

I am a **UX Leader** with over **20 years of hands-on work experience** in UX design, rapid prototyping, Information Architecture, Design Strategy and Leadership. My main goal in every project I work in is to empower design teams to find the sweet spot between user needs, business goals, and technical feasibility, through a well-established **user-centered process**.

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## EXPERIENCE

### UX Principal

The Home Depot  
Atlanta, GA

Oct 2021 - Present  
(2 mos)

- ☆ Communicate and collaborate with senior stakeholders from across the company, maintaining a trusted relationship with Product, Engineering, UX, Merchants, Business, and Executive Management
  - ☆ Partner with Product Management to understand business problems and establish an effective long-term design strategy for merchandising solutions
  - ☆ Support Product and Engineering leadership in making clear decisions that promote well-defined, timely, usable releases across multiple spaces in Merchandising
  - ☆ Work directly with several IC designers and UX Managers in multiple cross-functional teams to communicate and find opportunities to build integrated solutions across the merchandising space
  - ☆ Evolve the merchandising and the company design strategy, language, and standards
  - ☆ Mentor and help build out the merchandising UX team
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### UX Lead Designer

The Home Depot  
Atlanta, GA

Oct 2019 - Oct 2021  
(2 yrs)

- ☆ Partner with Product, Development, other UX resources and business stakeholders across products to align multiple experiences in a domain
  - ☆ Clearly communicate and drive value of UX within the experience
  - ☆ Drive vision and purpose: Combine user research with OKRs of partners to clearly articulate the vision of their experiences and drive alignment with partners in solutions across products and experiences
  - ☆ Display situational adaptability, ability to step in and drive change in products to better align with user needs or organizational goals
  - ☆ Display of courage and organizational savvy to drive change towards product excellency
  - ☆ Provide UX design artifacts and test usability of assigned product
  - ☆ Oversee delivery of other UX designers
  - ☆ Help UX leadership align resources to products based on skillset and cultural fit
  - ☆ Coach junior resources in UX activities and mentor UX resources for career development
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### UX Senior Designer

The Home Depot  
Atlanta, GA

Feb 2019 - Oct 2019  
(8 mos)

- ☆ Direct the visual appearance of all new features and enhancements on software application
  - ☆ Initiate, suggest, and spearhead major UI redesigns for a more intuitive user-experience on different web and desktop applications
  - ☆ Design elegant and visually effective solutions to complex workflows
  - ☆ Execute interaction design and visual design as a part of a multi-disciplinary workflow
  - ☆ Constant research technology and user experience trends
  - ☆ Act as "go to" with in-depth knowledge of user interface best practices and standards. Use research-related services, theories and methods to support my recommendations
  - ☆ Take the initiative in providing input and feedback in both departmental discussions and on issues relating to other departments
  - ☆ Develop wireframes, behavioral specifications, and visual design guides
  - ☆ Act as the user-advocate during the development process, subjecting early-stage designs to usability testing or expert review, and offering implementation suggestions from a user-centered perspective
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### UX Lead Designer

Emergensys Solutions Inc.  
Quebec City, Canada

Mar 2015 - Jan 2019  
(3 yrs 8 mos)

- ☆ Oversee and provide thought leadership in the development of product-focused UX: usefulness, usability, IA, user journeys, visual design, and branding
- ☆ Help to define and integrate best practices and standards related to UX / IA across platforms for several products
- ☆ Oversee the development of UX through user testing to ensure the quality and execution of the original intent and business strategy
- ☆ Document designs in scenarios, workflows, site architectures, interaction, prototypes and wireframes
- ☆ Collaborate with product owners and technology teams to create and develop thoughtful UX and IA
- ☆ Help manage and develop the organizational structure for the UX team

## EXPERIENCE

### UX Designer

Emergensys Solutions Inc.  
Quebec City, Canada

Apr 2014 - Mar 2015  
(11 mos)

- ☆ Direct the visual appearance of all new features and enhancements on software application
- ☆ Initiate, suggest, and spearhead major UI redesigns for a more intuitive user-experience on different web and desktop applications
- ☆ Design elegant and visually effective solutions to complex workflows.
- ☆ Execute interaction design and visual design as a part of a multi-disciplinary workflow
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### UX Designer & Art Director

Chevalier Design  
São Paulo, Brazil - Quebec City, Canada

Jan 2006 - Jul 2015  
(9 yrs 7 mos)

- ☆ Create and coordinate online and offline advertising campaigns
- ☆ Coordinate and collaborate with virtual development teams
- ☆ Remotely communicate with clients and suppliers
- ☆ Create materials for different platforms
- ☆ Create art direction for websites and applications
- ☆ Participate in meetings with clients and communicate visual ideas in a precise and easy-to-understand manner
- ☆ Create and coordinate stunning visual presentations for corporate and sales events

### Photography Teacher & Graphic Designer

École des Arts de la Rive-Sud  
Lévis, Canada

Apr 2011 - Aug 2012  
(2 yrs 5 mos)

- ☆ Teach photo basics comprehension
- ☆ Studio and lighting techniques studies
- ☆ Teach photography and image treatment
- ☆ Renew the school visual identity and website

### Video Editor and Motion Graphic Designer

Videografik  
São Paulo, Brazil

Apr 2005 - Jan 2006  
(9 mos)

- ☆ Follow and assist the video shootings on location
- ☆ Digital Video Editing
- ☆ Create 2D Motion Graphics content
- ☆ Prepare visual presentations for clients

### Marketing Assistant

Air France KLM  
São Paulo, Brazil

Feb 2002 - Apr 2005  
(3 yrs 3 mos)

- ☆ Create online and offline newsletters for internal and external clients
- ☆ Introduce new marketing projects to sales teams and create product demos
- ☆ Communicate new brand guidelines to the marketing team
- ☆ Create multi-platform content following the company's visual guidelines

## EDUCATION *(for a complete description of the content of each item, please go to [gabrielux.com/resume](http://gabrielux.com/resume))*

☆ Communicating for results	McGill University School of Continuing Studies	Feb 2017
☆ Negotiation Skills	McGill University School of Continuing Studies	Oct 2016
☆ UX Research Certification	Akendi - Montreal	Sep 2015
☆ UX Design Certification	Akendi - Ottawa	Nov 2014
☆ Conflict Resolution	McGill University School of Continuing Studies	Oct 2014
☆ User Experience & Ergonomics	ETS Montreal	Oct 2014
☆ Art & Science of Animation	Université Laval	Aug 2010 - Dec 2010
☆ Cinema, Animation, and Comics	Mackenzie University	Aug 2005 - Jul 2006
☆ Marketing and Creative Advertising	Mackenzie University	Jul 2001 - Jul 2005

**VOLUNTEER EXPERIENCE** *(for a complete description of the content of each item, please go to [gabrielux.com/resume](http://gabrielux.com/resume))*

☆ Mentorship program	Service de Placement de l'Université Laval	Nov 2018
☆ Photo retouching	Help Portrait / Club Photo Dimension	Dec 2013
☆ Photo retouching	Help Portrait / Club Photo Dimension	Dec 2012

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**LANGUAGES**

☆ English	Fluent	☆ Spanish	Beginner
☆ French	Fluent	☆ Italian	Basic knowledge
☆ Portuguese	Fluent		

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