Alberto González

Experienced UX /UI / Front End Design and Illustration Specialist skilled at turning complex ideas into clear, engaging digital experiences with social and educational impact.

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Skills & Expertise

Multidisciplinary: Visual communication, design and programming fundamentals, multiple languages, documentation writing, proofreading, data analysis & research, networking, teamwork, tech leading.

User Experience and Interface Design: UX writing, documentation, user testing, persona creation, user journey mapping, wireframing, prototyping.

Visual and Graphic Design: Responsive web design, interface element design, infographics, sequential art.

Data Analysis and Optimization: User behavior tracking, KPI analysis, A/B testing, and iterative design improvements.

Front End Coding & Development: HTML, SCSS, Javascript, Python for user experience prototypes.

Tools and Technologies: Figma, Adobe + Affinity Suites, AI-driven prototyping, AI prompt engineering, front-end frameworks, Visual Studio Code, Gulp, Jira, GitHub.

Education

University of Costa Rica: Bachelor degree, Graphic Design and Arts (2001)
Languages: English (C1 certified), Portuguese (B2 certified), French (B1), Spanish (Native)
Courses and Certifications: Available in my [LinkedIn Profile.](#)

Work Experience

Freelance UX Designer, Developer and Graphic Designer

January 2022 - Current

- Led UX strategy and prototyping for Menturia.com, a regional education resource platform. Development of user personas, process flows, and prototypes.
- UX, design and coding for portfolio websites alzamon.com and betoworks.com

Britt Shared Services: Front End Developer + UX Design Lead

June 2018 - January 2022 | Full Time

- **20% increase in online sales on CafeBritt.com** by streamlining the checkout flow and integrating upselling and loyalty features.

- **30% boost in tour bookings on CoffeeTour.com** website through a complete redesign, improving usability, accessibility, and mobile responsiveness.
- **40% less input errors from cashiers** through the POS interface redesign for Morpho Travel Retail.
- Interface designs and engineering for: a new POS interface for cashiers, touch-free self-service UI to address the Covid-19 pandemic, self-service menus for airport restaurants, customer feedback systems.
- Responsible of front end coding layers for the company's digital platforms (cafebritt.com, coffeetour.com and others) working in tandem with in-house back end team of 2-5 members..
- Familiarity with front end frameworks and team collaboration environments (HTML, SCSS, Sass, Javascript, Gulp, Github) where integration with present systems was key.
- Led UX design and development for Britt's e-commerce and digital platforms. Specialized in interaction design, user research, and experience improvements with concrete goals.

Livings Life Science Solutions: UX Designer

February 2016 - March 2018 | Full Time, Contractor

- Nearshore services for development teams processes of clients Philips Medical and Volcano Corporation.
- Management of Phillips Medical design assets for client-requested developments, including wireframes for campaigns, press releases, and informative micro-sites.

VMware: UX Designer

June - September 2015 | Full Time, Temp Contractor

- **25% increased visitor engagement** on VMware AirWatch online server configuration and after sales service during the fiscal year of 2015.
- **30% increase on client service adoptions** on VMWare's AirWatch subscription services through an user-driven customization UI.
- In-house production of process flows and wireframes for Customer Experience and Marketing departments.

CoEnterprise: UX Design Lead

June 2011 - May 2015 | Full Time, Contractor

- Remote teamwork duties for the initial stages of their flagship product Syncrofy, a supply chain multi-enterprise data management SaaS including user experience strategies, wireframing and documentation.
- Outline of logic processes for administration roles and inventory management for Coenterprise's client Hachette Books via custom software.
- Development of application maps and UI mockups depicting user's different interaction levels across the Syncrofy app.

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