

# Alberto González

Strategic UX Leader with 20+ years of experience defining, driving and scaling solutions across digital products and services in multidisciplinary settings.

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## Experience

### 2010-Present

#### User Experience Lead Designer & Director

Providing strategic UX leadership, design, research, and front-end development services for diverse clients across industries as founder of my own freelance UX design practice. Specializing in UX strategy, user flows, high-fidelity prototyping, and UX documentation to drive business growth and customer engagement.

#### Aurens Global / UX Designer

July-October 2024 | Freelance

- Led UX strategy and prototyping for Menturia.com, a regional education resource platform, enhancing usability and engagement through documentation of user personas, engagement strategies and process flows for client's third-party development.

#### Britt Shared Services / UX Designer & Project Lead

June 2018 - January 2022 | Full Time

- Led end-to-end UX design and development for e-commerce and digital platforms, enhancing user experiences and driving business growth. Specialized in interaction design, user research, and conversion optimization to create seamless, data-driven digital experiences.

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

- **Boosted tour bookings by 30% on CoffeeTour.com** through a complete website redesign, improving usability, accessibility, and mobile responsiveness.

- **Decreased input errors from cashiers up to 40%** through the POS interface redesign for Morpho Travel Retail, thus streamlining in-site customer sales processes.

- Designed and implemented smart digital menus and customer feedback systems for airport kiosks, enhancing service efficiency and user engagement.

- Designed interfaces for Morpho Travel Retail: a Material Design-based POS interface for cashiers and a touch-free self-service UI for airport shops as a contingency asset during the Covid-19 pandemic.

- Redesigned **cafebritt.com's website interface** with the goal of device-independent responsiveness and achieving the most direct online sales with the most possible reduction of pain points (decision crossroads) for the online customer.

## Education

### University of Costa Rica

Bachelor, Graphic Arts & Design (2001)

## Languages

- English - C1 certified
- Portuguese - PIP B2 certified
- French - B1
- Spanish - Native

## Courses & Certifications

### Issued by Platzi.com

- UX - Advanced Figma (2023)
- UX Writing (2024)
- Python Basics + Intermediate (2023)
- AI Data and Machine Learning (2023)
- Personal Branding for Entrepreneurs (2023)

*Documentation available on request.*

### Issued by CGBoost.com

- Blender Launch Pad - 3D course (2021)

## Skills & Expertise

### User Experience & Interface Design

- UX writing, research, documentation, user testing, persona creation, user journey mapping, wireframing, prototyping.

### Tools & Technologies

- Figma, Adobe + Affinity Suites, AI-driven prototyping tools, ComfyUI, static website generators (Jekyll), Ruby, front-end frameworks (Bootstrap, Tailwind, Material Design), Visual Studio Code, Github, Blender.

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## Experience (continued)

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### Living's Life Science Solutions / UX Designer

February 2016 - March 2018 | Full Time, Contractor

- Nearshore services for development teams process of LLSS's clients Philips Medical and Volcano.
- Managed usage and applications of Phillips Medical design systems for production of client-requested developments including wireframes for campaigns, press releases and informative micro-sites on treatment of various diseases.

### VMware / UX Designer

June 2015 - September 2015 | Full Time, Temp Contractor

- In-house consultancy in the production of process flows and wireframe comps for their Customer Experience and Marketing departments, including AirWatch online server configuration and after sales service, leading to a 25% increased visitor engagement during the fiscal year of 2015.
  - **Increased 30% of client service adoptions** on VMWare's AirWatch subscription services through a streamlined add-on selection interface design.

### Coenterprise / UX Designer & Design Lead

June 2011 - May 2015 | Full Time, Contractor

- Remote teamwork coordination duties for the initial stages of their flagship product **Syncrofy**, a supply chain multi-enterprise data management software-as-a-service. User flow strategies, wire-framing and documentation provided.
- Outlining of logical processes for administration roles and inventory management for Coenterprise's client Hachette Books, via its Book Radar software.
- Development of application maps and wireframes depicting the different interaction levels between users's general and specific actions within the Syncrofy app.

## Skills & Expertise (continued)

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### Data Analysis & Optimization

- User behavior tracking, KPI analysis, A/B testing, and iterative design improvements.

### Front End Coding & Development

- HTML, SCSS, Javascript, Python for UX/UI prototypes.

## Online portfolios

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[betoworks.com](http://betoworks.com)

UX/UI work



[alzamon.com](http://alzamon.com)

Illustration



[LinkedIn Profile](#)