SANTI GOMEZ

Product Designer with passion for interactive experiences that solve problems.

SKILLS

Design

- Strategy & Vision
- Visual Design
- Flows
- Wireframes & Mockups
- Design Systems
- Brand & Art Direction

Prototyping

- Figma
- Principle
- HTML / CSS
- Rapid Prototyping

Research

- A/B Testing & Experiments
- Diary Studies
- Usability Testing
- Persona & User Journey

Collaboration

- Self Started
- Good Communication
- Roadmap Planning
- Retrospectives
- Cross-Team Collaboration

EDUCATION

General Assembly

- User Experience. 2013

Instituto Cibernos

- Graphic Design, 2001-2003

EXPERIENCE

Forthgreen —Product Designer & Founder

Dec 2023 - Present

- Developed Forthgreen's brand and concept, leveraging insights from in-depth vegan community research.
- Created Forthgreen's mobile shopping experience and admin interface, integrated a unique vegan restaurant locator, and developed a comprehensive community platform for enhanced user engagement.
- Strategically navigated budget constraints to focus on sustainable growth, aligning closely with long-term organisational missions.
- Demonstrated commitment to growth through continuous learning, specifically in areas of traction, scalability, and market expansion strategies.

Meta —Product Designer

Jan 2022 - Dec 2023

- Helped build the future of work on VR with Quest for Business.
- Led design efforts for new Workrooms features on both www and desktop app, including user flows, wireframes, and prototypes.
- Directed the design of post-call experiences for Desktop App and WWW.
- Spearheaded the introduction of Closed Captions feature.
- Contributed to building the Pre-Call stage in VC.
- Collaborated with the Design System team to create components and integrate them into the global design system.

Lyst — Senior Product Designer

Aug 2021 - Jan 2022

- Collaborated with teams to enhance the Android app's usability, focusing on an improved checkout feature.
- Led a redesign for the Android app, boosting aesthetics and user experience.
- Central to developing a streamlined checkout process for both iOS and Android, ensuring user-friendliness in collaboration with designers and project managers.
- Established a comprehensive design system for consistent design quality across platforms.

Not On The High Street — Senior Product Designer

Apr 2021 - Jul 2021

- Played a key role in designing the UX/UI for the new checkout process across mobile and desktop platforms.
- Led the development of a comprehensive design system, creating detailed UI documentation.
- Worked closely with the Head of Design and team to establish extensive design guidelines.
- Created documentation that became a foundational resource for the team, setting a high standard for future projects.

Kew Gardens — Senior Product Designer

Feb 2021 - Apr 2021

- Carried out a thorough UX analysis throughout the entire project.
- Created new and improved components for both new features and previews to address existing UX challenges.
- Revitalised the home screen with enhanced search capabilities and region-specific plant information access.
- Implemented a fresh UI using the guidelines and components inspired by Kew Gardens.

Pearson — Senior Product Designer

Jul 2018 - Jun 2019

- Led the UX/UI design for Pearson's 'Pulse' project, a platform aimed at enhancing lesson planning for teachers on Android and web. This role involved tailoring the interface to streamline lesson additions and improve usability for educators.
- I developed a Design System for Young Learners, encompassing research, design, and user testing.
- I conducted user testing with quick prototypes to rapidly gather feedback and iterate on the design.

WarnerMedia — Lead Product Designer

Jul 2018 - Jun 2019

- Led high-impact UX projects for brands like Cartoon Network, TNT, and FilmStruck, enhancing their digital platforms.
- Spearheaded the creation of a new visual design for Cartoon Network's website, collaborating with stakeholders and leading a team of designers and developers in Buenos Aires.
- Managed UX features in websites, mobile, and TV apps.
- Led a diverse design team, including two contract designers, to meet project goals effectively.
- Led the development of a unified design system for TNT, FilmStruck, and Cartoon Network projects, creating shared components to streamline work across different projects. This system significantly enhanced team efficiency and project consistency.