

Augusto Garcia

Principal UX Designer

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Experience

Truist VP, Principal UX Designer

Atlanta, GA • Apr 2020 - Present

Contributing towards the effort in merging the BB&T and Suntrust mobile banking app experience into a single product, Truist.

- Leading efforts to adopt emerging UX patterns, strategies and practices.
- Developing UX strategy and vision by applying significant improvements to UX KPIs that correlate with business revenue and financial KPIs.
- Influencing product direction and development by leading research that identifies client needs by our current digital product catalog.
- Managing cross-functional development teams regarding all aspects of designing digital user experiences.
- Creating UX/UI frameworks, site maps, information architecture and user workflows in order to design and document structure and screen-to-screen navigation with a strategy for their application across segments.
- Generating simulations and high/low-fidelity prototypes for user testing, market research, and business stakeholder reviews.
- Mentoring and leading members of the business UX app team.

UX Consultant

Atlanta, GA • Mar 2019 - Apr 2020 (11 mos)

AT&T Senior UX Designer

Translated our AT&T brand into relevant, relatable, and emotional experiences that inspire our customers to engage with AT&T.

- Created and developed content strategy for end-to-end customer journey of new opportunities, products and capabilities.
- Refined visual designs, compelling content, and video for personalized and relevant customer experience.
- Aligned with Brand and National Advertising departments on design style guidelines and episodic events.
- Provided content strategy for UX/Product initiatives and Sprint 0's

The Home Depot Senior UX Designer

Lead research efforts to communicate with business partners of the different user types interacting with our reporting tool.

- Introduced and championed design thinking to my scrum team.
- Designed, prototyped, and tested product solutions based on user insights to find the balance between user, business, and technical needs.

Progressive Leasing UX Designer

Draper, UT • Apr 2015 - Dec 2018 (3 yrs 9 mos)

Designed several products, such as the eCommerce application, the customers' web portal, and the mobile app.

- Designed and managed multiple iterations of our web application that were tailored to the clients brand guidelines.
- Introduced and conducted unmoderated user testing for the organization.
- Designed a new customer portal for users to manage their lease.
 - Increased the mobile app usage by 205% MTD (934% YoY).
 - Increased payments taken by website by 51% MTD (227% YoY).
 - Lowered call volume to customer center by 36% MTD (163% YoY).
- Collaborated with developers in creating reusable Angular components for the design system library.

Skills

Methods and Deliverables

Personas • User Journey Map • User Flow • Wireframe • Prototypes • Interactive Design • Responsive Design • Style guides

Research

Surveys • Interviews • Usability Test • A/B Testing • Card Sorting • Preference Test

Methodologies

Design thinking • User-centered design • Jobs to be done • Lean UX • Scrum

Soft skills

Problem Solving • Design Thinking • Analytical • Mediator • Self-management • Conflict management • Decision-making • Strong Communication • Bold, Charismatic, and Optimistic • Strong opinions held loosely

Tools

Design

Figma • Sketch • Adobe XD • Photoshop • Illustrator • After Effects • Principle

Prototyping

Figma • Invision • Axure • Balsmiq • Sketch Cloud

Analog

Whiteboard • Sketch book • Sticky notes • Stress ball

Education

NN/g Certification

UX Certified
Online • 2020

Academy of Art University

M.A. Web Design & New Media
San Francisco, CA • 2012 - 2014

Art Institute

B.A. Game Art & Design
Fort Lauderdale, FL • 2006 - 2010