


Augusto Garcia

Principal Designer

I am looking for greater responsibility and the chance to drive vision through leadership. I'm a passionate designer who isn't afraid to engage in all steps of the product lifecycle.

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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 • Photoshop • Illustrator • After Effects • Principle

Prototyping

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

Talents

- Collaborate with cross-functional teams
- Ensure consistent UI across all digital platforms.
- Test and validate designs based on user insights, to find the balance between user, business, and technical needs.
- Identify design opportunities to improve user interface and usability.
- Take ownership and responsibility for every last detail.

Experience

Principal Designer | Truist Bank

Atlanta, GA • Apr 2020 - Present

As a Principal Designer, it's my job to improve existing processes & methods for the organization while being an individual contributor for my scrum team.

- Create compelling new interactions & design patterns. Socialize patterns across the org.
- Create and manage full app navigation, taxonomy and data architecture.
- Provide guidance to team, and coordinate co-design sessions.
- Facilitates and plan smaller design workshops with teammates and stakeholders.
- Understand and articulate the product strategy through a user experience lens.
- Articulate roles and responsibilities of different stakeholders and set expectations and hold partners accountable

Senior UX Designer | AustinCSI at AT&T

Atlanta, GA • (8 mos) Aug 2019 - Apr 2020

As a Senior UX Designer, it was my job to translate our brand into relevant, relatable, and emotional experiences that inspire our customers to engage with AT&T.

- Creative and 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.
- Align with Brand and National Advertising on design style guidelines and episodic events.
- Content strategy and content for UX/Product initiatives and Sprint 0's

Senior UX Contractor | 3CI at The Home Depot

Atlanta, GA • (3 mos) Mar 2019 - Aug 2019

- Worked on analytics reporting tool for business partners.
- Collaborate with cross-functional teams.
- Ensure consistent UI across all digital platforms.
- Test and validate designs based on user insights, to find the balance between user, business, and technical needs.
- Identify design opportunities to improve usability.
- Take ownership and responsibility for every last detail.

UX Designer | Progressive Leasing

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

In my tenure here, I have worked on several different products, such as the eCommerce application, the customers' online portal, and the mobile app.

- 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 Full Stack Developers in creating Angular component for the design system library.
- Introduced unmoderated user testing.