Augusto Garcia

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UX Manger

A creative, multi-faceted professional with strong interpersonal skills who provides measurable value by leveraging creativity and teamwork to produce exceptional business outcomes.

EXPERIENCE

OneTrust, Atlanta, GA — *UX Lead*

Nov 2021 - Present

Strategized and led initiatives that helped the organization transition from a start-up to an enterprise-level company.

- UX Lead over the DesignOps team. Responsible for strategic planning and initiatives, including
  - The transition from Sketch to Figma.
  - Defined process for contributing to the Figma UI Kit, which considered UX documentation for developers.
  - Planning and leading documentation efforts the design system.
  - Introduced and set cadences for UX workshops.
- Managed a team of UX designers' priorities and workloads while ensuring high-quality final design output while having a plan to measure outcome post-release.
- Oversaw UX Team creating mockups, prototypes, and other UX-related deliverables by introducing weekly design critiques.
- Introduced Quartly Virtual Team hangouts to bring up morale.
- Collaborated with Developers, Product Managers, and Marketing teams on the execution of our company rebranding and UI redesign efforts.
- Championed unmoderated usability testing with a strong partnership with the UX Research department.

Trilogy Education, Online — *UX Instructor*

Feb 2021 - Present

Enacted detailed lesson plans that included an active discussion environment and project-based learning. Provided empathy, support, and encouragement to students as they went through a life-changing experience.

Truist, Atlanta, GA — *VP, Principal UX Designer*

Apr 2020 - Nov 2021 (1 yr 4 mos)

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

- Lead efforts to adopt emerging UX patterns, strategies, and practices.
- Mentored and led members of the business UX app team.
- Identified client needs by leading research efforts that influenced product

SKILLS

Leadership attribute

Sprint planning • End-to-End Project Management • Design System Advocacy • Cross-Functional Team Collaboration • Strategic Planning & Tactical Execution • In-Depth Customer Needs • Risk assessment • Analysis • Empathetic leadership

Soft skills

Adaptability • Problem-solving • Leadership • Conflict management • Mentor • Active-listener • Strong Communication • Optimistic • Strong Work Ethic • Empathy

Methodologies

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

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

direction and development fixes.
- Managed cross-functional development teams regarding all aspects of digital user experiences.
- Generated simulations and high/low-fidelity prototypes for user testing, market research, and business stakeholder reviews.

UX Consultant, Atlanta, GA

Mar 2019 - Apr 2020 (11 mos)

AT&T, Senior UX Designer

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

- 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.
- Created and developed content strategy for end-to-end customer journey of new opportunities, products, and capabilities.

The Home Depot, Senior UX Designer

Main deliverables were researching and creating documentation for direct connection APIs.

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

Progressive Leasing, Draper, UT — *UX Designer*

Apr 2015 - Dec 2018 (3 yrs 9 mos)

Developed products, such as the eCommerce application, the customers' online portal, and the mobile app.

- Designed and managed multiple iterations of our application tailored to the client's brand guidelines.
- Introduced and conducted unmoderated user testing for the organization.
- Designed a new customer portal for users to manage their leases.
  - 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).
- Built style guides for existing products that paved the way for a design system.

Weber State University, Ogden, UT — *Web and Graphic Designer*

May 2013 - Apr 2015 (1 yr 11 mos)

Redesigned the library website. Lead qualitative research. Built proof of concept wireframes for improved architecture. Designed print and digital advertisements for library events and web banners.

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 • Yo-yo

Education

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

Certifications

Deque Systems, Inc

Accessibility Fundamentals - Disabilities, Guidelines, and Laws

Online • 2021

Deque Systems, Inc

Designing an Accessible User Experience

Online • 2021

NN/g Certification

UX Certified

Online • 2020

LANGUAGES

Fluent in English and Spanish

Freelance, *Web Designer*

Mar 2012 - Feb 2014 (1 yr 11 mos)

Worked directly with clients to build custom websites by using HTML, CSS, and JS
or CMS tool such as Drupal, WordPress, or Joomla.