

Augusto Garcia

UX Lead

A creative, multi-faceted professional who offers a strong background in user experience design and project management.

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EXPERIENCE

OneTrust, Atlanta, GA — UX Lead · DesignOps

Nov 2021 - Present

Built the DesignOps team and formed strategies on how to transition the organization from a start-up to an enterprise-level company.

- Grew the UX team from 17 to 29 designers with a wide range of UX skills across many different disciplines.
- Managed the DesignOps team of UX designers and their priorities and workloads. 2 direct reports, up to 8 designers per initiative.
- Oversaw the transition from Sketch to Figma throughout the organization, which included training Designers, Developers, and Product Managers on how to use Figma.
- Led the initiative to evolve OneTrust's design system to create standard patterns across the platform and revamp the UI.
- Partnered with the Research department to identify and define personas across the different product offerings.

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 · Business Banking

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 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.

SKILLS

Leadership attributes

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

Tools

Design

Figma • Sketch • Adobe XD •

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 was 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 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 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).
- 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.

Freelance, Web Designer

Mar 2012 - Feb 2014 (1 yr 11 mos)

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