

SILVIA

SILVIA GONZALEZ

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I believe *ideas are magic*. I love discovering them, questioning them, taking them apart, and imagining how they might otherwise be. As a designer, I am ferociously curious and inspired by ambiguity. I thrive taking on projects that allow me to move across and beyond categories and disciplines, taking complex problems and translating them to simple solutions; whether it is creating an affective environment, a beautiful diagram, a digital product, or rethinking a complete customer experience

EXPERIENCE

ASSOCIATE EXPERIENCE DIRECTOR • HUGE INC

MAY 2015 - DECEMBER 2017

As the first user experience designer hired in a leadership role I have helped shape our human-centered design practice. I have led user experience across our largest and most complex accounts - leading teams through user research, brainstorming, iterative design & prototyping and refinement. I can move fluidly between disciplines collaborating with designers, technologists, product managers and clients to find the sweet spot between unspoken user needs, business outcomes, and technical complexity.

Outside of my client responsibilities, I have been a champion for meaningful inclusion, organizing groups to discuss anti-oppression.

CLIENTS: FOUR SEASONS, HEART & STROKE, CANADA GOOSE, DAVID'S TEA, CBC.

SKILLS

Interaction Design
Digital Strategy
Wireframing
Rapid prototyping
Sketching
User research
Product management
Agile
Design leadership
Physical Computing
Competitive Analysis
Visual design

TOOLS

Sketch
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Omnigraffle
InVision
Framer
Principal
Pen and paper
HTML /CSS/Javascript
Various programming
languages

DESIGN CONSULTANT

2011-PRESENT

Being a design consultant has taught me how to work nimbly and quickly integrating into any team or situation. I was responsible for leading a variety of digital products ranging from re-imagining the future of mobile banking through to working with a non-for-profit to develop a completely new product. I excel at any stage of project from concepting through to execution, and everything in between.

PAST CLIENTS: SHAW , VISA, CLOROX, FRESHBOOKS, RED BULL, CITIGROUP, CIFF, TELETOON, EONE, IRBE

CRITICAL MASS • FREELANCE EXPERIENCE ARCHITECT

2009-2012

I quickly learned how to my passion for graphic design and technical expertise under the umbrella of user experience. After each engagement I was repeatedly asked to come back and work on various high profile projects including an experimental iPad interface for Citi. The prototype was presented to Citi executives; they were delighted and chose Critical Mass to fully develop the idea.

PAST CLIENTS: SEARS, PANASONIC, GUCCI, PC FINANCIAL AAA, CITIGROUP

INTERACTIVE MEDIA LAB • RESEARCHER

2005-2009

I primarily worked on the interface design & development of a VoIP application which was presented to both Google and Bell.

NOTABLE PROJECTS

FOUR SEASONS

OCT 2016 - DEC 2017 • EXPERIENCE DIRECTOR

Four Seasons came to us with the mammoth task of re-imagining their complete customer experience and to think about how digital could best serve their guests.

- Led the redesign of key digital properties including their website, app, and authenticated experience.
- Led a lean team of designers in close partnership with the client to create a series of user scenarios, flows, and designs that will define the future guest experience.

EDUCATION

M.Arch

2012

Masters of Architecture

University of Toronto

B.A.P.S.C.

2007

Engineering Science

Computer Engineering

University of Toronto

- Grew the account from a single track of work to a multi-million dollar account, leading user experience design across every digital touchpoint a guest interacts with.
- Presented an analysis of the mobile app, and hotel experience to the Four Seasons executives that became the foundation for all future mobile app work.
- Currently leading a team of designers, developers, external vendors, and product managers to design the four season mobile app, the four seasons website and the a number of smaller digital projects.

HEART & STROKE

AUG 2015 - SEPT 2016 • EXPERIENCE DIRECTOR

Heart & Stroke had the colossal task of taking 25 regional websites and consolidating them under one umbrella. The existing site suffered from organizational chaos which manifested in 160 navigation items, 50k pages, and a 44% bounce rate.

- Responsible for leading user experience design through the complete digital product lifecycle from strategy, through to planning and execution.
- Created an intuitive easy to use website by reducing the navigation to 5 items, creating a flexible modular system that could grow with the organization,
- Led multi-lingual (English/French) user testing with a wide variety of participants including stroke survivors.
- Worked with Paul Scher of Pentagram to align the new website to the re-branding, pushing the brand by demonstrating a deep understanding of typography, colour, layout and accessibility.
- Built consensus across Heart & Stroke by communicating design rationale, helping establish common goals and defining a digital strategy; ultimately changing the way everyone from the Chief Marketing Officer to regional directors approached digital in the organization.
- Collaborated with a team of developers half-way around the world acting as product manager, translating business requirements and user needs into user stories following an agile process.
- Resulted in 120% increase in conversion, 34% lift in online revenue, and 40% drop in bounce rate.

CANADA GOOSE

MAY 2015 - AUG 2015 • EXPERIENCE LEAD

Canada Goose approached HUGE as they prepared to launch their e-commerce site in the US and reposition their brand globally.

- Originally tasked with a site optimization, I led a complete re-design of the website that was completed in two months.
- Prototyped complex interactions and flows to easily communicate with an external development vendor.
- Increased conversion by 290% and making an increment \$13.6M between Sept-Oct 2015

More projects available on hellosilvia.com

AWARDS

PROTOHACK TORONTO HACKATHON

2ND PLACE, 2016

Civic Design Hackathon hosted by the City of Toronto.

HUGE CHANGE HACKATHON

BEST VOLUNTEER APPLICATION

Designed and developed an application that takes spare time and offers it to someone in need.

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