Gilberto Parada
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Product Design | Design Systems | Creative Direction

EXPERIENCE

Startups, Creative Agencies, Custom Software Development, Enterprise, SaaS, Adobe Creative Suite, Figma

Head of Design, Co-founder   06/2021 – Current
PackemWMS (packemwms.com) | Enterprise SaaS, Startup
- Led product and brand design program for B2B SaaS enterprise application with a unique market positioning as a "highly intuitive, operations-first" solution for warehouse management (web and mobile apps).
- Transformed deep market analysis into business initiatives and product roadmap that resulted in 14 production modules to secure the first 5 customers. (12 direct competitors, 2 ERPs, and dozens of related supply chain apps)
- Analyzed warehouse management system marketplace to identify product feature opportunities and worked directly with customer teams to define user needs and translate them into roadmaps for Alpha-, Beta-, and production releases.

Principal Product Designer   06/2021 – 09/2023
Mozym | Software Development Agency
- Led every aspect of brand and product design for custom software projects, from discovery and ideation to launch for $4 – 33M-revenue clients with national presence in staffing, oil & gas, logistics, and retail.
- Created and implemented design systems that reduced production time, improved design consistency, and accelerated feature development by over 20%.
- Designed intuitive experiences for desktop and mobile by conducting research, creating new information architectures, journey maps, wire frames, mock ups, and hi fidelity comps. All while managing junior designers and contractors.

Brand & Product Designer, Founder   01/2018 – 06/2021
Mundo Studio | Design Agency
- Led product design and brand development for websites, and digital products for B2C and B2B.
- Directed a team of UX researchers and copywriters in the development and execution for web and mobile.
- Managed resources, timelines, and budgets ensuring timely delivery of projects valued between $5,000 and $40,000.

Senior Product Designer   02/2017 – 05/2021
SolarTurbines | Enterprise Product
- Led UI and UX for 13 administrative, field assessment, reporting, and data management applications for turbomachinery engineers and oil and gas customers such as BP, ExxonMobil, and Pemex.
- Conducted quarterly workshops alongside Product Owners across seven international Agile engineering teams to distill requirements into successful user experiences for administrators, technical users, and logistics teams.
- Executed on all phases of the design process, from discovery and UX research, to prototyping, to creating dev-ready UI/UX deliverables. Contributed to design systems teams in the redesign of large enterprise apps.

UI & UX Designer   06/2016 – 02/2017
FreshForm | Digital Agency
- Concepted, wireframed, designed, and supported the development of consumer-facing digital experiences for web and mobile across verticals including finance, lifestyle, higher education, medicine, architecture, and technology.
- Designed customer-facing web and mobile UI for National Funding, Qualcomm, and Dexcom.

UI & UX Designer & Junior Front End Developer   06/2013 - 05/2016
Infinity Software Development | Agency
- Applied design thinking methods to design financial web and mobile applications for insurance, governmental, and regulatory agencies with thousands of monthly users and transacting in the billions of dollars.
- Prototyped, designed, and developed front-end UI using HTML, CSS, Bootstrap and JQuery libraries for fintech apps.

EDUCATION & ADDITIONAL

Florida State University, *B.S. Information, Communication & Technology (ICT), 2013. + Hispanic Marketing, minor.*
Additional: Native Spanish speaker | Photographer | Youth soccer coach | Latinx mentorship