

Gerardo Cambronero

Designer

Portfolio
LinkedIn

Email
713 842 0100
Houston TX

Education

University of Houston

Master of Science
Space Architecture

University of Houston

Bachelor of Science
Industrial Design

Miami Dade College

Associate of Arts
Mechanical Engineering

Skills

- User Experience Design
- User-Centered Design
- Design Ideation & Conceptualization
- Visual Communication (2D & 3D)
- 3D Modeling & Rendering
- User Journey Maps
- Hi-Lo Fi Wireframes
- Interactive Prototyping
- Functionality Testing
- Space User Experience Design
- Aerospace Architecture
- Space Systems Engineering
- Human-Machine Interaction
- Human Factors
- Ergonomics & Anthropometrics
- Materials & Manufacturing
- Design Presentation & Communication
- Design Guidelines & Documentation

I am a firm believer that the **design+technology** fusion hold boundless potential to enhance our human experience. I am drawn to design for its seamless integration of convenience and functionality. Through my work in design, my goal is not just to create, but to inspire and elevate the human experience.

Experience

Halliburton — iCem Senior UX Lead

Jan 2021 - Present

I collaborate directly with product owners and agile development teams, providing leadership and expertise on optimal UX/UI design practices. I am pivotal in steering the UX development of the iCem cementing software and Cementing Equipment software applications. These applications, including iCem and its associated tools, have a global footprint within the oil and gas cementing sector. Widely utilized worldwide, our software is a trailblazer in crafting cutting-edge solutions for cementing and well-monitoring in the oil and gas industry.

Xcel Design Studios — Design Consultant

Aug 2015 - Present

I engage in thorough research and exploration, focusing on discovering and advancing emerging technologies tailored to implementing user-centered design, enriching user experiences, and refining human-machine interactions. Furthermore, I provide services that seamlessly integrate architecture and design into engineering and business platforms, ensuring the optimization of space utilization and user interfaces for enhanced functionality, usability, and engagement.

TATA Consulting — Senior UX Designer

Aug 2020 - Jan 2021

In my capacity as a contracted professional specializing in UX within the financial and banking sector, I've directed my attention towards refining e-commerce and SaaS solutions. Taking on a pivotal role as a liaison for the Citi Bank Mexico office, I collaborated seamlessly with a diverse team of UX designers and developers. Through effective remote collaboration, I played a vital role in enhancing Citi Bank's mobile and web-based services, contributing significantly to the elevated user experience across their digital platforms.

Orkestry — Design Director

Sep 2020 - Sep 2021

I was responsible for leading research throughout every phase of our product lifecycle, from the initial conceptualization and prototype validation to conducting usability testing and overseeing final production. My role involved driving an iterative design process, ensuring that the solution set we aimed for was desirable and viable.

ABS Nautical Systems — UX Analyst

Jan 2020 - Mar 2020

Championed ideation and actively collaborated in developing product and business applications for the international shipping industry, consistently advocating for an optimal user experience. Established comprehensive design guidelines and specifications to ensure uniform development across all platforms and applications.

Tools

- Design Systems
- Style Guides
- Figma, InVision
- Notion, Lume
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- SolidWorks, Blender
- KeyShot Photorealism
- Fabrication & Prototyping
- 3D Printing, CNC
- NASA-STD3001 Design Standards

Memberships

The Interaction Design Foundation

Since Jul 2020

Credential ID 85012

Certifications

University of Texas

Full Stack Web Developer

PADI

Open Water Diver

Experience

Ensign Energy Services — Lead Industrial Designer

Jan 2015 - Jun 2016

Crafted innovative digital and physical interfaces for the control console of Ensign's Next-Generation ADR 1500-S class drilling rig fleet. Leveraged human factors techniques and applied human-centered design principles to elevate the user-machine experience. Developed intuitive interactions, expediting the learning curve for new users, enhancing ongoing training effectiveness, and ultimately bolstering on-site safety and warning response.

Advent Firm — Architecture Design Engineer

Mar 2014 - Jan 2015

I enhanced the overall production efficiency of the company by integrating advanced 3D CAD software into the design and manufacturing processes, resulting in a twofold increase in blueprint production. I took a hands-on approach in directing and supporting the fabrication, construction, and successful completion of all projects.

Sumec North America — Industrial Designer

Oct 2012 - Feb 2014

Revitalized the existing product line and spearheaded the innovation of new offerings exclusively tailored for the US market. Effectively conceptualized and brought to fruition a line of small-chore cultivators and gardening tools specifically designed to cater to the preferences and needs of US customers.

Techtronic Industries Inc — Industrial Design Intern

May 2011 - May 2012

Collaborated seamlessly with engineering and industrial design teams across various projects, contributing to the development of products under renowned brands like Ryobi, Rigid, and Craftsman. Applied reverse engineering techniques to assess and propose enhancements for existing tools, while also actively participating in the ideation and conceptualization of innovative design concepts.

Innerspace Storage Solutions — Lead CAD Designer

Sep 2000 - Apr 2006

Crafted bespoke, high-end storage systems tailored for residential spaces in multi-million dollar homes. Engineered specialized mechanisms for furniture, catering to intricate design storage solutions and optimizing space organization.

Raymond Engineering — Junior Engineer

Nov 1997 - Dec 1999

Evaluated architectural plans with precision to engineer comprehensive mechanical, electrical, and plumbing (MEP) systems specifically tailored for apartment buildings.

US NAVY — Petty Officer 3rd Class

Apr 1993 - Apr 1997

In my role as a Naval Enlisted Officer, I assumed a pivotal position in overseeing the efficient operation and maintenance of naval vessels, actively participating in a spectrum of challenging and critical underwater missions. My responsibilities spanned a diverse range of tasks aimed at ensuring the ship's overall functionality, safety, and readiness, directly contributing to the success of numerous maritime operations.