

GERARDO CAMBRONERO

713.842.0100

Portfolio

LinkedIn

gcambro@icloud.com

Senior UX Designer

Pushing the boundaries of what is possible

I firmly believe that the **Design+Technology** fusion holds boundless potential to enhance our human experience. This unique combination captivates me because it seamlessly integrates convenience and functionality, offering innovative solutions to everyday challenges. Through my work in design, I aim to create aesthetically pleasing and functional products and inspire to elevate the human experience. My goal is to push the boundaries of what is possible, utilizing cutting-edge technology to bring visionary designs to life, ultimately positively impacting people's lives.

SKILLS

User Experience Design | User-Centered Design | Instructional Design | User Research | User Journey Maps | Agile Methodologies | SaaS | Hi-Lo Fi Wireframes | Interactive UX Prototyping | Multi-platform Application Design | Functionality Testing | Analytics | A/B Testing | Multimedia Presentations & Communication | Design Systems | Guidelines & Documentation | Design Ideation | Conceptualization | Visual Communication (2D & 3D) | 3D Modeling | Rendering | Aerospace Architecture | Space Systems Engineering | Human-Machine Interface | Human Factors | Ergonomics & Anthropometrics

TOOLS

Design Systems | Style Guides | Figma | Notion | Adobe Photoshop | Adobe Illustrator | Adobe XD | SolidWorks | Blender | KeyShot | Fabrication & Prototyping | 3D Printing | CNC | NASA-STD3001 Design Standards | WCAG Standards | WordPress CMS | WIX CMS | Research KPIs | Basic HTML | Basic CSS | Basic Javascript

PROFESSIONAL EXPERIENCE

Halliburton

01/2021 - 06/2024

iCem® Senior Lead UX Designer

Worked closely with product owners and Agile development teams, offering leadership and expertise in UX/UI design best practices. My role was instrumental in guiding the UX development of iCem® cementing SaaS products and Cementing Equipment applications. These applications, including iCem® and its associated tools, are widely adopted in global oil and gas cementing. iCem® stands out as a pioneering desktop application, delivering advanced solutions for well-monitoring and cementing in the industry. Additionally, I created the styling guide and design standards documentation for iCem® X (cementing next-generation software) and developed interactive prototypes for the new UI layouts. As part of the iCem® family, I designed and deployed several desktop and mobile applications, such as CEMLive®, Cloud3D®, and iCem RT-Viewer®.

Xcel Design Studio LLC

08/2015 - Present

Owner | Design Consultant

Conduct 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. Provide services seamlessly integrating user experience and user-centered design into engineering and business platforms, optimizing applications and user interfaces for enhanced functionality, usability, and engagement. Combine a deep understanding of users with strong business acumen and the ability to drive an excellent Product Development Life Cycle (PDLC) that shapes product strategy.

Xcel UX Bootcamp

01/2022 - Present

Owner | UX Instructor (Part-Time)

Provide personalized 1-on-1 coaching and comprehensive instruction in UX design, emphasizing a competitive skill set to create innovative interfaces, enhance user experiences, and promote efficient collaboration within product teams. This immersive online course covers essential topics in user experience research and user interface design, including User-Centered Design, User Interface Development, and Visual Prototyping & Wireframing.

Orkestry

09/2020 - 09/2021

Design Director (Equity Only)

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.

TATA Consulting <i>Senior UX Designer (Contract Client - Citi Bank)</i>	08/2020 - 01/2021
As a contracted professional specializing in UX design, I worked within the financial and banking sectors and focused on refining e-commerce and providing SaaS solutions. As a liaison for the Citi Bank Mexico office, I collaborated seamlessly with a diverse team of UX designers and developers. I played a vital role in enhancing Citi Bank's mobile and web-based services through effective remote collaboration, contributing significantly to the elevated user experience across their digital platforms.	
ABS Nautical Systems <i>UX Analyst (Contract)</i>	01/2020 - 03/2020
Championed ideation and actively collaborated in developing SaaS products 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.	
Global Oceanic Designs Inc. <i>Chief Design Consultant (Contract)</i>	08/2016 - 06/2020
As a full-time contractor for Global and sister company SSI (SeaDog Systems), I played a crucial role in technology development, contributing to areas such as computer-aided drawing (CAD), graphic design, web content management (CMS), technical writing for patent filings, manufacture, and prototype construction and testing. Provided and created marketing materials and web content related to all the technologies developed by both companies, including engineering drawings, graphics, illustrations, and computer simulations.	
Ensign Energy Services <i>Lead Industrial Designer</i>	01/2015 - 06/2016
Crafted innovative digital and physical interfaces for the control console of Ensign's NextGeneration 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 <i>Architecture Design Engineer</i>	03/2014 - 01/2015
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 all projects' fabrication, construction, and successful completion.	
Sumec North America <i>Industrial Designer</i>	10/2012 - 02/2014
Techtronic Industries, Inc. <i>Industrial Designer (Internship)</i>	05/2011 - 05/2012

EDUCATION

University of Houston Master of Science – Space Architecture	Miami-Dade College Associate of Arts – Mechanical Engineering
University of Houston Bachelor of Science – Industrial Design	University of Texas Certificate – Front End Full Stack Web Developer

MILITARY

US Navy
Petty Officer 3rd Class
Secured Top-secret clearance to enable work in direct proximity to highly classified equipment and technologies.