



**JOSE GONZALEZ**  
DESIGN LEADER

With over 10 years of experience, I specialize in addressing complex user challenges for both Fortune 500 companies and small businesses. I have a successful track record of building and leading high-performing teams to deliver innovative, user-centered solutions.

## WORK EXPERIENCE

### Sr. UX Manager / Macy's - Bloomingdales

OCT 2022 - PRESENT

Leading design for both Bloomingdale's/Macy's for four key domains: Customer Management, Delivery & Fulfillment, Post Purchase Experience, Returns and Marketplaces.

### Adjunct Professor / Fairleigh Dickinson University

AUG 2021 - DEC 2022

- Taught product design fundamentals and usability within the human-centered design framework
- Provided hands-on instruction in tools like Figma, Adobe XD, Webflow, and web development to equip students for creating effective digital experiences.

### Lead / Macy's - Bloomingdales

APR 2021 - OCT 2022

- Led the redesign of Macy's checkout experience through iterative design and collaboration with stakeholders, business units, and research teams.
- Facilitated design sprints and created a playbook to standardize discovery practices, enhancing consistency and efficiency in design execution.

### UX Manager / Newell Brands

AUG 2020 - MAR 2021

- Led the design team, establishing a UX Center of Excellence.
- Formalized UX processes to streamline workflows and improve operational efficiency.
- Collaborated with cross-functional teams on a major re-platforming initiative for 40+ brands, using Agile methodologies to ensure efficient, high-quality UX deliverables.

### UX Designer / Newell Brands

JUN 2017 - AUG 2018

Led the complete redesign of YankeeCandle.com to a responsive experience, resulting in a **+49% increase** in net mobile revenue, a **+57.7% improvement** in add-to-cart rate, and a **+33.9% increase** in product detail page views.

**jgdesignz.com**

jgdesignz13@gmail.com

linkedin.com/jgonzal13

(201) 952-9131

New Jersey

## EDUCATION

2009 | BA

Fine Arts

FAIRLEIGH DICKINSON UNIVERSITY

## SKILLS

UX Strategy & Design

Team Building

Design Operations

Product Design

Discovery Methods

Brand Identity

Storytelling

Prototyping

Web Development

Photography

## TOOLS

Figma · Photoshop · Illustrator,

Lightroom · Premiere · Axure,

Webflow · HTML5/CSS3

## CERTIFICATIONS

2019

UXC by NN/G

CREDENTIAL #1029420

2014

Client-Side Programming

O'REILLY SCHOOL OF TECH