



JOSE GONZALEZ
DESIGN LEADER

I have 15+ years of experience leading high-performing teams to deliver innovative, user-centered solutions that drive business results for both Fortune 500 companies and small businesses.

jgdesignz.com

jgdesignz13@gmail.com

linkedin.com/jgonzal13

(201) 952-9131

New Jersey

WORK EXPERIENCE

Sr. UX Manager / Macy's - Bloomingdales

OCT 2022 - PRESENT

- Led the holiday badging campaign, achieving a **23% year-over-year increase** and a **sixfold rise** in order penetration, capturing **98%** of total revenue during the holidays.
- Oversaw the launch of the new post-purchase experience for Macy's and Bloomingdale's, optimizing the return process and boosting the return completion rate from **73% to 83%**.
- Strategized and developed a comprehensive career skills assessment program for the UX department, aligning it with organizational goals to identify growth opportunities and foster individual team development.

Adjunct Professor / Fairleigh Dickinson University

AUG 2021 - DEC 2022

- Mentored students in product design fundamentals, emphasizing human-centered design principles.
- Equipped students with hands-on instruction in tools like Figma, Adobe XD, Webflow, and web development, I fostered their ability to design effective digital experiences.

Lead UX Designer / Macy's - Bloomingdales

APR 2021 - OCT 2022

- Led the redesign for both Macy's and Bloomingdale's checkout experience through iterative design cycle which yielded **64% of signed-in traffic converting at 82%**.
- 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.
- Led the user experience for Yankee Candle's subscription program, driving a remarkable **343% growth** in recurring revenue.
- Led a major company wide re-platforming initiative that migrated **40 sites** onto the Salesforce platform within **~18 months**.
- Redesigned Yankee Candle's multi-page checkout to a single-page checkout which had a **+22.5%** checkout completion rate and a **+9% increase** in conversion.
- Redesigned responsive email campaigns for Direct to Consumer brands, boosting clicks by **384%** and reducing unsubscribes by **67%**.

EDUCATION

2009 | BA

Fine Arts

FAIRLEIGH DICKINSON UNIVERSITY

SKILLS

UX Strategy & Design

Team Building

Design Operations

Product Design

Discovery Methods

Brand Identity

Storytelling

Design Sprints

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



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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.
- Responsible for the end-to-end UX of digital experience for Yankee Candle's Candle Pop-up store (Candle Power) in Soho which won the **PR Platinum award** in the event marketing category.
- Collaborated with User Research teams and testing plans using UserTesting.com to get feedback from users with specific target audiences on prototypes that helped inform and iterate experiences.

UX/UI Web Development Manager / Toys"R"Us

MAR 2015 - APR 2017

- Led design and development efforts for the Toys"R"Us' & Babies"R"Us Great Deal store application which contributed to **140M** in annual revenue.
- Proactively led the responsive Big Book Toy Finder web application that contributed to more than **5.2M** in annual sales by increasing conversation rate to **+18%** and revenue per visitor (RPV) to **+26%**.
- Responsible for formalizing Toys"R"Us' in-house digital style guide to standardize re-usable components in both design and technical disciplines.

Information Architect / Toys"R"Us

MAR 2014 - FEB 2015

- Institutionalized the **"User Experience"** movement by providing in depth knowledge of industry standards with UX/UI best practices.
- Ensured a user-centric approach by developing interactive wireframes to capture business requirements and translated them into Functional Requirement Specification (FRS) documents.
- Produced various workflow diagrams, sitemaps, flowcharts, and detailed specifications that depicted the complete user journey.

Web Developer / Toys"R"Us

OCT 2010 -FEB 2014

- Developed mobile friendly emails, which increased mobile penetration by **20%** open rates.
- Developed efficient and reusable code that rendered across multiple devices, utilizing Responsive Web Design principles.

Lead Graphic/Web Designer / SmartChoice Home Health

SEPT 2009 - FEB 2010

- Planned, analyzed, and created visual solutions to communicate organizational goals while redesigning and implementing unique strategies that increased brand exposure and gained recognition from staff and clients.

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