

Gerardo Sumano

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Experience

Senior Product Designer Suralink

Lead the user experience design efforts for accounting software applications, driving user-centric design throughout the product development lifecycle.

Create wireframes, prototypes, and user interface designs for complex systems, ensuring intuitive navigation and efficient workflows for end-users.

Facilitate cross-functional collaboration among product management, development, and customer support teams, leveraging user feedback to drive iterative improvements throughout the product development lifecycle.

Develop and implement a comprehensive design system to ensure consistency across all software products and elevate the overall user experience.

Dec 2019 - Present

Visual Media Designer Melaleuca Inc

Collaborated with cross-functional teams to design, develop and produce visually compelling graphics, photography, and videos that aligned with brand messaging and marketing goals across multiple platforms, including social media, web, mobile apps, and print.

Collaborated closely with senior marketing executives to conceptualize, develop, and execute dynamic projects for a range of digital and print media.

May 2018 - Dec 2019

Senior Designer BYU-Idaho University Relations

Lead advertising campaigns and general brand strategy working closely with the marketing team to brainstorm creative concepts and generate frameworks to produce optimal promotional media.

Contributed to various UX/UI design projects including playing a key role in the creation and implementation of software that students use to plan their classes and credits throughout their entire time at the university.

Aug 2016 - May 2018

Skills

UX

Information Architecture
User Research
Usability Testing
Prototyping

Tools

Adobe Creative Suite
Wordpress
HTML/CSS
Figma

Design

Visual Identities
Packaging
Prototyping
Editorial

Education

Brigham Young University - Idaho Class of 2019

BA in Graphic Design