

# Gerardo Cambronero

UX & Industrial Designer

Portfolio  
LinkedIn  
GitHub

Email  
713 842 0100  
Houston TX

## Skills

User-Centered Design (UCD)  
User Interface Design (UI)  
Human-Machine Interaction (HMI)  
User Research  
Cross-functional Collaboration  
Wireframes  
UI Prototyping  
UX Writing  
Visual Communication  
User Empathy  
Analytics/Content Strategy  
Usability Testing  
3D Modeling

## Tools

Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Figma & InVision  
SolidWorks & Blender  
WordPress  
HTML & CSS  
Javascript & Bootstrap  
Jira & Confluence  
Agile Methods/Scrum Sprints

I believe design + technology has unlimited potential to improve our human experience. I seek product design for its blending of convenience and functionality. Through design, I aspire to inspire.

## Experience

### Orkestry — Design Director

Sep 2020 - Present

I oversee the design of projects throughout their entire development cycle. My role is designing outside-of-the-box user experiences that enhance and delight users' lives. I work with a collaborative cross-functional team building creative products that question the status quo and provoke innovation and design revolution. I form concepts and ideas to provide design direction for the team and come up with creative solutions based on research and project demands. I develop strategic plans for projects, determine design goals, create storyboards and mockups for conceptualization, and guide production teams in the execution of ideas. I implement and oversee design processes and project outcomes including monitoring design progress to ensure schedules and budgets are met. I meet with team members and project stakeholders to determine wants, needs, and goals, reviewing their feedback to align or alter projects to fit the company's vision, brand, and business needs. I also take part in analyzing market research, customer reviews, and all required materials to create more effective designs and discover new business opportunities.

### Xcel Design Studios Inc — UX Design Consultant | Founder

Aug 2015 - Present

I conduct research and exploration specific to the advancement and discovery of new infrastructure and clean energy technologies dedicated to future transportation and city development focusing on user-centered design, user-experience, and digital/physical human interactions. XDS is a consultancy focused on collaborating with SeaDog Systems Inc and Global Oceanic Designs Inc to develop their products. I am responsible for spearheading the planning and research directions at every stage of the products' lifecycle; from conceptualization and prototype validation to usability testing and final production. I drive an iterative approach to the design of digital/physical projects to ensure the targeted solution set is desirable and viable.

### ABS Nautical Systems — UX Analyst

Jan 2020 - Mar 2020

Defined the visual design strategy and worked to drive consensus across teams for a more effective Design System implementation. Worked closely with stakeholders and development teams to provide mentorship on best design practices and web accessibility. Promoted ideation and collaborated in product development, advocating for optimal user-experience. Defined design guidelines and specifications to ensure consistent development across platforms and projects.

### Ensign Energy Services — Industrial Designer

Jan 2015 - Jun 2015

Developed a completely new digital/physical controls interface for Ensign's Next-Generation ADR 1500-S class drilling rigs fleet. Created user interfaces that simplify complex physiological tasks that users of any skill level can readily interpret. Utilized human factors techniques to simplify user workflows and make intuitive interfaces that minimize user training and learning curves. Conducted extensive field research to collect data and deliver research discoveries in order to determine the user's needs and project validation.

### Advent Firm — Architecture Design Engineer

Mar 2014 - Jan 2015

Reshaped the company's production methods by implementing the use of a new 3D CAD software package to be used for the design and production of manufacturing and presentation materials. Implemented user experience theories and principles to design more functional spaces for the trade show industry. Directed fabrication, construction, and completion of all designs.

## Education

The University of Houston— 2021  
Master of Science  
Space Architecture

The University of Houston— 2013  
Bachelor of Science  
Industrial Design

Miami Dade College — 2005  
Associate of Arts  
Mechanical Engineering

## Memberships

*The Interaction Design Foundation*  
Credential ID 85012 - Since Jul 2020

## Certifications

*University of Texas*  
Full Stack Web Developer

References upon request

### Sumec North America — Industrial Designer

Oct 2012 - Feb 2014

Improved the existing product line and innovated new products for the industry's US market. Successfully developed a US market-friendly line of small-chore cultivators.

### Techtronic Industries Inc — Industrial Design Intern

May 2011 - May 2012

Collaborated with engineering to ship various projects, including products under well-known brands such as Ryobi, RidGid, and Craftsman. Created marketing graphics, promotional brand assets, and daily core content. Reversed engineered existing tools to propose improvements and/or ideate new design concepts.

### Innerspace Storage Solutions — Lead CAD Designer

Sep 2000 - Apr 2006

Created residential high-end storage systems for multi-million dollar homes. I designed furniture-specific mechanisms for intricate design storage solutions. Prepared manufacturing drawings and supporting documents to develop the installation and layout of the systems, components, and parts. Created cost and retail price sheets to build customer's proposals. Maintained CAD data files and created new CAD templates and block drawings as needed.

### Raymond Engineering — Junior Engineer

Nov 1997 - Dec 1999

Analyzed architectural plans to design mechanical, electrical, and plumbing (MEP) systems for apartment buildings. I was responsible for planning and designing MEP systems including the development of policies standards, inspection procedures, and evaluation tools for MEP matters. I prepared and reviewed drawing, job specifications, and project cost estimates.

### US NAVY — Petty Officer 3rd Class

Apr 1993 - Apr 1997

Boatswain's Mate 3rd Class. Performed various military duties: trained, directed, and supervised personnel in ship's maintenance duties in all activities relating to marlinspike, deck, boat seamanship, painting, upkeep of ship's external structure, rigging, deck equipment, and boats. Ship's Lee Master Helmsman, RHIB (rigid-hulled inflatable boat) coxswain, and supervised UNREP (Underway Replenishment) procedures and equipment. Certified Helicopter Landing Safety Officer. Certified scuba diver and rescue swimmer.