

WORK EXPERIENCE

Everest Engineering

Senior UX Designer & Team Leader Amazon Web Services (AWS)

Aug 2022 – Today

Product leader for an internal AWS tool pivotal in data aggregation and org leadership decision-making (expected revenue: \$100+ m):

- Conducted UX research activities and collected insights to guide the development. Hands-on work on UI-designs, prototypes, and wireframes.
- Lead a diverse team, supporting individual career development, and fostering a positive team culture in a fast-paced project
- Built client relationships and aligned product vision with goals while managing product roadmap and backlog

Hitachi Energy (Formerly ABB Power Grids)

Global Communications UX and Web Integrations Specialist

Sept 2020 – Jul 2022

Project Manager and UX lead for Hitachi Energy External website and Intranet (250.000+ yearly visitors and 30.000+ employees):

- Design and deliver wireframes, user stories, customer journeys, and mockups optimized for a wide range of devices
- Responsible for web applications and integrations with other systems ensure a harmonized user experience
- Serve as a point of contact for all the intranet and web support within the organization and manage web development agencies

FNZ (Formerly Appway)

Sales UX Consultant

Mar 2020 – Aug 2020

- Create customer value propositions and validate with lean interactive prototypes to present to clients in bank sector
- Gather, interpret, and communicate customer insights into actionable recommendations for existing products
- Develop prototypes to attract customers based on market research on banking, insurance, mortgage & wealth advisory sectors

UX Engineering Lead

Jan 2018 – Feb 2020

Lead in the development of Appway's Design System product strategy & execution (50.000+ global users and 200+ developers using it):

- Research: investigate users' data and understand their goals & define the problems to be solved with the product
- Evolution: take responsibility of the transition from legacy elements into the new Design System
- Design: create solutions for these problems with thorough concept prototype and facilitate user testing
- Engineering: build the product's UI with technical feasibility, accessibility (a11y) and usability in mind
- Management: leadership of a team, providing new releases, bug-fixes, quality assurance, documentation, and product evolution
- Communication: by development & communication of design principles across the stakeholders, colleagues, and clients

Client UX Consultant: Credit Suisse

Mar 2016 - Dec 2017

- Responsible for the UX process on client projects: user research, concept design, prototype, and user tests
- Managed multiple SCRUM teams alongside Engineers, Business Analysts and Designers
- Lead when it comes to problem-solving and creation of innovative solutions that affect the project's User Experience

Media Frontier

Web Developer

May 2014 – Feb 2016

- Full stack engineer for large reach CMS websites for UN organizations with catering to 10.000+ monthly users.
- UX research with analytics tools for client corporate websites, analyzed user data and conducted user testing
- In collaboration with the Design team build templates and reusable module systems that follow the client's brand guideline

Technology Consultant

May 2014 - Sept 2014

- Assist in the client pitching, planning and delivery of multiple projects related to digital media.
- Participate in the UX-design and first prototypes of multiple websites by gathering and integrating client's requirements.

Universidad Metropolitana

Marketing/Design Intern

Nov 2013 - Apr 2014

- Create a corporate brand, planned and lead a team of students the marketing strategy for the UNIMET startup-accelerator launch.

EDUCATION

Nielsen Norman Group

User Experience Certification - Interaction Design Specialty

Nov 2019 - Dec 2019

- Study Human Computer Interaction together with Persuasive & Emotional Design and Usability Courses
- Validated my knowledge by getting tested on each one of the courses, excelling all with a score of greater than 90%

Universidad Metropolitana

Bachelor's in Systems Engineering

Sept 2009 - Oct 2014

- Graduate of one of Latin America's top private universities for engineering, known for imparting entrepreneurial & leadership values
- Elected student government president of the Systems Engineering School

VOLUNTEER EXPERIENCE & INTERESTS

TED^x Zurich

UX Consultant

Mar 2019 – Apr 2020

Ownership of UX & comms topics around website, UI, user analytics and attendees' customer experience for the main TED^xZurich event

Outside of work, I am an enthusiastic mountaineer. **Skiing** for the winter season while my summer season is well-defined by **trail-running & alpinism**. Year-round I routinely go to the **gym, run, hike** and (try to) practice **Yoga**. By challenging myself and tough training, I've successfully climbed the summits of **Mont-Blanc (twice)** and Switzerland's majestic **Matterhorn**.

About Everest Engineering

Everest Engineering is a software consulting firm based in Melbourne, Australia. It serves as the trusted partner for transforming ideas into tangible products. Specializing in crafting standout digital experiences, the company's mission is to excel in create products that help customers and seamlessly integrate talented individuals into client teams. With a focus on design, development, strategy and innovation: Everest Engineering collaborates closely with businesses to set them apart in the market. As a dedicated partner, Everest Engineering is committed to facilitating a smoother journey to success for their clients.

About my role as Senior UX Designer & Team Leader

Work on delivering an internal tool for Amazon Web Services (AWS) as a team lead for a designer, developers, and business analysts (rotation of 14 team members over one year). Designed an application that allows for data gathering, data management and reporting. Followed Amazon's working backwards practices and facilitated the ser research initiatives, analyzed findings and delivered actionable insights.

Develop design principles, create a user research workbook / references, facilitate workshops with engineering, design, product and other stakeholders. Facilitated every Sprint Planning, Backlog Grooming and Retrospectives (+ a Quarterly Retrospective). Manage implementation of features. Learn and design effectively for a deeply technical space.

Develop features and workflows for AWS internal teams. Onboarded, assisted, mentor and upskilled teammates on usage of the tool. Designed ways of working for engineers to engage with and trust. Develop and present concepts to stakeholders and technical leads. Run discovery and ideation sessions with developers and wider product teams. Run user testing sessions.

People Management Performance & Career:

- Updated reports for each individual
- 6 month goal setting
- Both personal and business career aligned
- Setup and managed via Notion
- Monthly check ins on progress
- Employee self assessment
- Facilitating mentor connections internally and externally, assisting career progression

People Management Project Team:

- Fortnightly 1:1 with each team member
- Door always open casual contact policy
- Mentoring designers creatively and career
- Providing feedback on design choices / research methods, inflight work
- Facilitating design critiques
- Culture growth and activities
- Team rituals
- Planning
- Resourcing
- Hiring

Enterprise Crew UX Lead:

- Work closely with Management, Sales, Engineering, Product, People & Culture, Marketing.
- Product Planning and roadmap Strategy
- Creating design & engineering principles
- Creating north star metrics
- Creating OKRs, KPIs and measuring success
- Discovery and ways of working
- Resourcing
- Hiring

10+ years in User Experience



LinkedIn

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Email

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Portfolio

ricardogerstl.com

Senior UX Designer:

- Concept and high fidelity designs
- Creating design system
- UX Research planning and conducting
- UX Research tool kit: build and manage - Notion
- Website and marketing design, events etc.
- Sprint planning - design team and eng team
- Sprint backlog grooming - design team and eng team
- Sprint retrospective moderation
- Board and ticket management Jira, Trello, Asana, etc.
- Wireframe design and feature implementation
- Workshop facilitation & requirements gathering
- Experience Mapping and Service Design

Common use applications:

- Miro
- Figma (and Sketch)
- Jira
- Asana
- Confluence
- Notion
- Trello
- Slack
- Google Analytics
- Crazy Egg
- Hotjar
- Pendo

What we can chat about:

- Skiing
- Liverpool Football Club
- Mountaineering
- Food - cooking in general (Lasagne)
- Travel
- Any book I'm currently reading