

Ricardo Gerstl

10+ Years pioneering **Human-Centered Design** in complex systems

Amazon Web Services (AWS) (Consultant @Everest Engineering) _____ MELBOURNE, AU

Senior UX Designer & Team Leader

AUG 2022 – APR 2024

- Led the design and product vision of a pivotal AWS internal tool facilitating knowledge management by aggregating and analyzing data from multiple systems to standardize workflow and deliver insights for data-driven leadership decisions.
- Conducted UX research (interviews, workshops and QA session) to pinpoint pain points and improve functionality
 - Hands-on work on user-flows, UI designs, prototypes, and wireframes
 - Led and mentored a diverse design team, promoting collaboration and career growth in a high-stakes project
 - Fostered client relationships and integrated emerging design trends and technologies into the product vision

KEY OUTCOMES

- Launched the MVP within 3 months of project kickoff, setting up a user-feedback loop to shape future enhancements
- Achieved a 30% reduction in workflow processing times by redesigning key input user interfaces
- Designed new AI-driven feature set (NLP Chat, Summary and Input support), improving data-quality and user engagement
- Led team in a rotation of 16 consultants, keeping account relationships for 18 months (x3 initial 6-month estimate)
- Created reports with up-to-date and standardized data, aiding management decisions that impact yearly savings of ~100M\$

Hitachi Energy (Formerly ABB Power Grids) _____ ZURICH, CH

Global Communications UX and Web Integrations Specialist

SEPT 2020 – JUL 2022

- Sole responsible of UX Design, Information Architecture and project management across multiple initiatives for Hitachi Energy's external website and intranet
- Adapted new brand to web design with data-driven insights from A/B testing, traffic and behavioral analytics
 - Coordinated with IT and web development teams to ensure smooth integration and optimal performance of web systems
 - Primary contact for web issues, facilitating clear and effective communication between stakeholders and technical teams
 - Delivered compelling presentations to stakeholders, articulating project progress through effective storytelling

KEY OUTCOMES

- Redesigned navigation components to enable access to content at 3+ levels deep = 40% increase in traffic to deeper pages
- Design of search/results area (200+ weekly searches), standardization of company case studies and page templates
- Intranet reduced HR and IT ticket inquiries by 30% by simplifying access to documents (new IA and Chatbot functionality)
- Reduce content creation 90 min to 50 min with 22 page templates, improving editor content delivery and usability
- Gradually transitioned content and design from ABB to Hitachi to accommodate +250K yearly visitors and +30K employees

FNZ (Formerly Appway) _____ ZURICH, CH

Sales UX Consultant

MAR 2020 – AUG 2020

- Transform client requirements from meetings into rapid high-fidelity prototypes that showcase Appway's capabilities.
- 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

UX Engineering Lead

JAN 2018 – FEB 2020

- UX Lead in the development of Appway's Design System product strategy & execution
- UX & Market Research: Analyze projects to understand their goals, identify challenges, and define product requirements
 - 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 (HTML, CSS & JS). Focused on accessibility (a11y) and usability.
 - Management: leadership of a team, providing new releases, bug-fixes, QA, documentation, and product evolution
 - Communication: manage design.appway.com and thought-leader of design principles to colleagues and clients.

Client UX Consultant: Credit Suisse

MAR 2016 - DEC 2017

- Responsible for UX process on B2B clients: concept design, front-end component development, prototype, and user testing
- Managed multiple SCRUM teams alongside Engineers, Business Analysts and Designers
- Problem-solving front-end restrictions and creation of innovative UI solutions on different stages of project

KEY OUTCOMES

- Prototypes decreased presales second-meeting dropout by 50% + kickoff 4 new product ideas based on market requirements
- UX development from concept to launch for Credit Suisse's onboarding tool, reaching over 1,000 users in the first month
- Mentored 4 developers, enabling them to work independently as UX Engineers on projects + Design System's E-Learning course
- Appway's Design System: Transitioned company's business model from SaaS to product, with 50,000+ users and 200+ developers

Media Frontier _____ GENEVA, CH

Web Developer & Junior Technology Consultant

MAY 2014 – FEB 2016

- Full stack engineer (HTML, CSS, JS, PHP, MySQL) for large reach CMS websites for UN organizations
- Analyzed user data to understand improvements, and designed early iterations of websites based on client feedback

KEY OUTCOMES

- Managed the ITU 150th anniversary website, supporting over 500 events worldwide.
- The UCandMe web-app provided a user-friendly platform for ulcerative colitis patients to track their data effectively
- The Global Fund speakoutnow website facilitated ~1M\$ in saved funding through timely whistleblowing in 3 months of launch

Ricardogerstl.com

UX Certified by NN/g - Interaction Design
Systems Engineering Bachelor
Switzerland Permit C

SKILLS

- Conceptual & high-fidelity designs
- Design system development
- Usability Testing
- Lean UX practices
- Wireframing & prototyping
- Workshop facilitation
- Agile: Sprint planning, grooming & retro
- PM: Roadmap definition
- PM: Requirement gathering
- PM: Write User Stories

STRENGTHS

- **Stakeholder Engagement:** Managed key client relationships, including with AWS. Supported over 200 content editors at Hitachi. Provided leadership in developing and advocating for Appway's Design System across internal and external stakeholders.

- **Human-Centric Products :** Conducted UX research, including workshops and interviews at AWS. A/B testing, traffic, and behavioral analytics to inform design updates at Hitachi. Performed regular user testing, card sorting, and surveys at Appway.

- **Product Vision and Leadership:** Crafted and communicated a unified product vision and roadmap, fostering ongoing collaboration and feedback loops with stakeholders at AWS, Hitachi, and Appway.

TOOLS

- Figma(and Sketch) • Miro • Jira • Asana
- Confluence • Notion • Trello • Slack
- MS Office • Google Analytics • CrazyEgg
- Hotjar • Pendo

EDUCATION

Universidad Metropolitana

Systems Engineering Bachelor ²⁰⁰⁹⁻²⁰¹⁴

Degree from one of Latin America's premier private engineering universities, known for leadership and entrepreneurial skills:

- President of Systems Engineering School
- Intern at university's startup accelerator
- Engineering Student Instructor (Optimization II)
- Microsoft Imagine Cup national finalist

Nielsen Norman Group (NN/g)

UX Certification - Interaction Design ²⁰¹⁹

Excelled +90% score on the courses for:

- Human Computer Interaction
- Persuasive & Emotional Design
- Usability

