

# Gustavo Atar

User Experience Designer, Developer, Researcher

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## Summary

- Innovative and driven design leader with a consistent vision
- Experience developing responsive design systems, many still in use today
- Retained, pitched, and sold new business across different industries
- Teaching experience both in the classroom and in the boardroom
- Multitalented hands-on strategist, designer, developer
- Lean design methods advocate, designer, researcher and practitioner
- Experience leading large generative research studies to uncover insights
- Experience in agile product development environments and user research
- Experience in automotive, hospitality, real estate, retail and medical industries
- 16+ years experience in digital product design, development and technology

## Principles

**People First** – Put people first to create the most impactful experiences.

**Honesty and Listening Matter** – Lead with honesty and lend your ear.

**Ask Questions** – Fall in love with a problem by asking questions.

## Education

**JANUARY 2008 – JANUARY 2009**

COLLEGE FOR CREATIVE STUDIES, DETROIT MICHIGAN

Area of Study: Motion Graphics

**MAY 2002 – MAY 2006**

UNIVERSITY OF NEVADA LAS VEGAS, LAS VEGAS, NEVADA

Major: BS International Business

**LANGUAGES:**

English, Spanish – Fluent

## Skills

**PROGRAMMING LANGUAGES & FRAMEWORKS USED:**

HTML5, CSS3, JavaScript, PHP, LESS, SASS, P5JS, Node, Grunt, Bower, jQuery Mobile

**DESIGN & PROTOTYPING TOOLS:**

I design while coding in HTML/CSS/JS in CodePen or Coda. Also use: Sketch, Zeplin, InVision, Photoshop, Illustrator, After Effects, InDesign, Axure

# Work Experience

## **JUNE 2019 – PRESENT**

THE HOME DEPOT – PRINCIPAL UX

## **MARCH 2018 – JUNE 2019**

THE HOME DEPOT – STAFF UX LEAD

- Lead generative research across the enterprise for multiple persona groups and experiences
- Built the foundational UX Strategy in merchandising experiences for associates and product teams to build a unified merchant experience
- Proposed and successfully implemented jobs to be done methodology in merchandising experiences, showcasing many adjacent gaps in experience
- Informed and influenced directional change in roadmaps based on customer and associate needs
- Informed and influenced spend and investment in blind spots across the enterprise, increase of 30% in resource numbers
- Lead design team in design pattern development process, for 5 major patterns across domain
- Mentored many individuals and teams in research, design thinking and agile methodology
- Formulated and tested conceptual experiences from research insights, ex: Text2Confirm PRO experience
- Created a wealth of resources for developing talent and partners to understand UX, ex:Kano Studies 101, Facilitation 101, Design Studio 101, Idea Studio 101, Critiques 101, Research 101

## **OCTOBER 2014 – FEBRUARY 2018**

MRM//MCCANN – ASSOCIATE USER EXPERIENCE DIRECTOR

- Created collaboration framework for discovery/design utilized by cross-functional teams across, analytics, strategy, ux, creative, & technology
- Generated new business growth of 30% within Automotive, Pharmaceutical and Beverage industries in 18 months with new business team
- Led digital innovation team from UX design and collaboration perspective across customer experience in; mobile, IoT, app and voice ux
- Designed, developed and contributed to 17 different web/app prototypes showcasing new technologies, e.g: mobile, geolocal, geofencing, voice and IoT experiences over 12 month period within innovation team
- Coached and mentored 3 different teammates for periods of 6-12 months to transition and kickstart their UX career through career mentorship program
- Delivered 4 different responsive web projects on Adobe Experience Manager on 10-week schedules, from concept to launch
- Created, moderated and synthesized research within a lean design process

Brand Experience: McDonald's, Anheuser-Busch, Bud Light, Best Damn, Shock Top, Cadillac, Chevrolet, Abbott Pharmaceuticals and Red Robin.

## **JANUARY 2013 – SEPTEMBER 2014**

HEARST CORPORATION – USER EXPERIENCE LEAD

- Led client design relationship, discovery workshops, and design workshops
- Delivered HTML/CSS digital style guides for 3 total digital products
- Created digital style guides used by our agile development team and product design team; used for understanding, requirements and design specifications
- Increased team speed 2X with digital style guide in agile development environment
- Led digital transformation for UX/UI design of 3 HTML5 web applications
- Created detailed user personas, and conducted research spanning multiple physical and virtual work environments

Brand Experience: MOTOR, Hearst Business Media and Hearst Corporate.

### **JULY 2011 – JANUARY 2013**

MARKETING ASSOCIATES – SENIOR INTERACTIVE DESIGNER

- Led digital transformation for Ford Tough Truck direct mail program
- Led digital website, landing page campaign, and email marketing design for Ford Tough Truck and increased digital budget 150% for following year
- Increased email subscription rate by 32% the first year for Ford Tough Truck
- Converted Ford Tough Truck Program websites, for internal and external audiences to be Responsive website experiences
- Led strategy on 3 Week social campaign that generated 36 sales on a budget of \$50,000.

Brand Experience: Ford Motor Company, Talmer Bank and KitchenAid brands.

### **NOVEMBER 2007 – JULY 2011**

PERICH ADVERTISING + DESIGN – WEB DESIGNER & DEVELOPER

- Delivered user research, site architecture, user testing, wireframes, user experience strategy and web design concepts
- Contributed to pitches and growth of new business as the digital lead
- Delivered 5 websites in 10 months after securing new business wins
- Delivered web advertising and Facebook advertising campaigns
- Mentored by award winning creative directors, copywriters

Brand Experience: smart car of America, General Motors Fleet & Commercial, Chevrolet, Walsh College, Detroit Institute of Arts, Grand Hotel, and GMAC.

### **APRIL 2010 – MAY 2013**

WASHTENAW COMMUNITY COLLEGE – FACULTY

- Transitioned curriculum established for the College for Creative Studies to new courses at Washtenaw Community College
- Web design classes included instruction in HTML/CSS, user experience and responsive web design
- Graphic design classes included instruction in Gestalt theory, graphic design history and the Adobe tools; Photoshop, Illustrator and InDesign

**JUNE 2008 – JULY 2010**

COLLEGE FOR CREATIVE STUDIES – FACULTY

- Created curriculum for Beginning Web Design course
- Course instruction utilized HTML/CSS/jQuery languages for production of responsive web sites and featured Adobe tools; Photoshop, Dreamweaver
- In class, students were taught the proper syntax, semantics and methodology to build fixed, fluid and hybrid web designs

**JANUARY 2005 – SEPTEMBER 2007**

SOTHEBY'S INTERNATIONAL REALTY – EXECUTIVE ASSISTANT & GRAPHIC DESIGNER

- Lead the marketing and design efforts for brochures, flyers, invitations, postcards, and the company website
- Piloted and implemented lead form generation to phone voicemail system with real estate agents in 3 markets, San Diego, Las Vegas, Los Angeles
- Responsible for creating and managing the media buy and advertising insertions for two real estate development projects in Las Vegas
- Worked as the executive assistant to the broker in this role and assisted with showings, research and sales of existing and new home sales
- Self-starter environment that increased acumen within sales, finance and real estate marketing