

# GUSTAVO BENAVIDES

## PRODUCT DESIGNER (UX/UI)

[www.gustavo.studio](http://www.gustavo.studio)

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New York, NY

### EDUCATION

#### Product Design BFA

New York, NY / 2019 - 2023

Parsons School of Design

Bachelor of Fine Arts in Product Design

Honors Graduate

3.9/4.0 Cumulative GPA

Dean's List All Semesters

Interaction Design Masters Course

### SKILLS

Surveys	Flowcharts
Interviews	Wireframes
Focus Groups	Prototypes
Affinity Maps	Styleguides
User Personas	Icons & Logos
Journey Maps	3D Modeling

### TOOLS

Figma	Webflow
Sketch	Rhino
Adobe XD	KeyShot
Adobe Illustrator	Microsoft Office
Adobe Photoshop	Miro

### LANGUAGES

Fluent in English & Spanish

### INTERESTS

Rap Music, Streetwear & Film

### WORK EXPERIENCE

#### Product Designer / Pas Une Marque Paris

Remote / November 2022 - April 2023

- Redesigned website for high-end fashion label in a mobile-first approach, as their initial desktop-first design had become a problem to the company's recent consumer shift.
- Collaborated with software engineer to explore potential redesign directions that could be implemented within the already-existing code architecture.
- Iterated and tested two different design directions through interactive prototypes.
- Refined and finalized the best-performing design direction and handed off to software engineer to develop and deploy site.

#### Product Designer / Champollion Data Solutions

Remote / May 2022 - October 2022

- Redesigned website for data management SaaS company in a minimalistic fashion, creating an interactive journey that guides users through their software solutions.
- Increased conversion rate of contact forms by 80% and increased new visitor traffic by 200% from previous website, leading to new leads.
- Designed low-fidelity prototypes first, with data assistance from the R&D department.
- Refined the chosen design direction into a high-fidelity prototype.
- Designed icons and infographic visuals following the company's brand identity.
- Developed and deployed website using Webflow with assistance of in-house engineers.

#### Graphic Design Intern / Pas Une Marque Paris

Remote / February 2021 - December 2021

- Planned, designed and executed social media advertising campaigns for high-end fashion label, leading to a 22% increase in clothing sales, a 57% increase in the website's purchase conversion rate and a 15% decrease in its abandonment rate throughout 2021.
- Designed graphics for screen-printing, embroidery and packaging of sold-out pieces.
- Directed photoshoots and motion designers in the creation of content for advertising.

#### Product Designer & Co-Founder / Fala The App

New York City / August 2019 - December 2020

- Co-founded, conceptualized and designed iOS social media app curated to promote social intimacy, battling the anxiety resulting from the current market alternatives.
- Led user research process (30+ interviews, 60+ surveys, 4 focus groups, product testing) and identified pain points to inform design process.
- Constructed user personas, journey maps, flowcharts and wireframes prior to final UIs.
- Handed off designs to software engineer and worked together using the Agile approach.
- Launched app to the App Store and released 10+ updates including new features based on ongoing feedback collection from 400+ users.