Sonia Gayosso

UXD Manager Mentor

in soniagayossosanchez
✉ sonia.gayosso.s@gmail.com
📞 848 247 8059
↗ sonia-gayoso.com

ABOUT

I enjoy **learning** every day!

I'm driven by the intent of producing content that's both culturally unbiased and universally relatable. My objective is to serve as a catalyst for constructive meaningful change.

My professional journey has been a dynamic evolution. With a robust background spanning over 10 years in visual design and front-end expertise, I embarked on a transformative shift to the realm of UX in 2012. This transition led me through diverse terrains, encompassing corporate environments, fast-growing startups, government initiatives, and the non-profit sector.

Today I am a dynamic and results-oriented UX Design Manager with a track record of 5 years in leading diverse teams and driving design excellence. Skilled in fostering user-centered experiences, collaborating with cross-functional teams and professionals at various levels, and delivering innovative solutions for existing and emerging technologies. A strategic thinker with a passion for building and nurturing design cultures. Proven expertise in managing multiple initiatives, mentoring designers, and crafting compelling design visions.

SKILLS

- User-Centered Design
- UX Strategy
- Project Management
- Roadmaps
- Team Leadership
- Cross-Functional Collaboration
- Stakeholder Management
- Design Thinking
- User Research

- Process Improvement
- Product Design
- Emerging Technologies
- Wearables
- Design Systems
- Prototyping
- Localization
- Mentorship and Development
- Design Ops
- SAFe Agile

EDUCATION

Master in Creativity for Design
Instituto Nacional de Bellas Artes
2006 - 2008

Bachelor of Graphic Communication
Universidad Nacional Autónoma de México
1997-2000

NNg Master Certification
ID 1034823
2023

IDEO Foundations in Creative Leadership I Collaborative Leadership Certificate
2023

IDEO Communicating for Impact Certificate
2023

SAFe® 5 Agilist
2021

SOFTWARE

Jira Confluence **Figma**
Miro Sketch Abstract
Overflow **Adobe Suite** CMS

WORK

UX Design Manager
💼 Insulet
Dec 2020 - Present

- Led a team of Product Designers in consistently delivering high-quality products aligned with Insulet's priorities and roadmap, including the market expansion to 4 regions in 10 languages.
- Collaborated with multiple teams for holistic strategies, ensuring exceptional product delivery across app platforms (Android and iOS), versions and integrations.
- Co-led the migration of the Design System from Sketch to Figma, assuring consistency, quality, and accessibility standards including dark mode and voice-over.
- Executed design strategy, promoting remote and in-person activities.
- Mentored and drove a career development initiative, fostering professional growth at scale.

UX Design Manager
💼 TalentGuard
Mar 2018 - Nov 2020

- Co-directed end-to-end design strategies, considering HR industry trends.
- Co-created and supervised a new Design System, ensuring quality.
- Partnered with teams for requirements and implemented Service and Design-sprint practices.
- Defined and conducted user research, using varied methods.
- Collaborated with clients and internal teams, regaining strategic accounts through UX engagement.
- Addressed legacy content issues, focused on UX and information architecture best practices.

UX/UI Designer
💼 Mobiik - Microsoft
Jul 2017 - Feb 2018

- Participated in customer discovery sessions and facilitated workshops to elicit business goals and user needs in a tax return software enhancement initiative for the Mexican Secretariat of Finance.
- Defined and refined prototypes, user requirements, and design recommendations.
- Created conceptual models, journey maps, personas, and scenarios of use to guide design decisions.
- Collaborated with Business, Product, and Engineering teams to ensure accurate translation of design.

Freelance Designer
💼 Freelance consultant
Jan 2016 - Jun 2017

- Managed diverse projects, primarily browser-based apps and content management tool integrations.
- Translated complex ideas into engaging digital experience prototypes, integrating user feedback and industry trends iteratively.
- Created scalable UX frameworks and design systems.
- Collaborated with social enterprises and non-profits, balancing resources and requirements.

Design Coordinator Marcom LATAM
💼 Merck Sharp & Dohme MSD
Mar 2013 - Oct 2015

- Contributed to regional strategies and engaged in LATAM digital transformation, enhancing processes through user journey mapping, touchpoint identification, and documentation.
- Collaborated with Cloud and Analytics teams to enhance experience metrics.
- Conducted training for marcom coordinators, enabling informed interface design choices.
- Led workshops and mentored visual designers to execute iPad-based content solutions.
- Crafted compelling visual concepts aligned with branding guides, tailored to diverse franchises like diabetes, oncology, and women's health.

UX-UI Designer
💼 IBM
Jan 2012 - Dec 2012

- Utilized human-centered design to enhance a Telecom company's consumer experience,
- Synthesized ideas, and identified user needs and business opportunities, utilizing IBM frameworks.
- Produced and documented the project UI design patterns, using the established branding guidelines.
- Conducted user research via HTML/CSS/JavaScript prototypes for iterative refinements.

SIDELINE

Mentor
🖊 Advocate
2021 - Present

- Dedicated my time to formal mentoring initiatives for Women Who Code and Laboratoria, offering guidance and support to women from diverse backgrounds in Latin-America.
- Workshop facilitator, speaker and 1on1 coach on topics such as setting clear career goals, resume and portfolio feedback, enhancing UX skills, and navigating the industry landscape.

Sonia Gayosso
UX Designer | Mentor

in soniagayossosanchez   ✉ sonia.gayosso.s@gmail.com   📞 848 247 8059   🌐 sonia-gayoso.com