

Sonia Gayosso

Experience Design Leader,
Digital Design & Strategy

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Transformation built on collaboration and innovation

Strategic UX Design Leader with 10+ years of experience contributing to enterprise digital products, customer experiences, and platform transformation for web, mobile, and native applications in complex business ecosystems.

- Champion user-centered design practices by integrating research, analytics, experimentation, and accessibility principles to deliver meaningful and personalized experiences at scale.
- Foster trust partnering with design teams, product, engineering, and business leaders to align design outcomes with organizational priorities, influence decision-making, and accelerate digital transformation.
- Apply AI and automation to streamline workflows, free up capacity for strategic work, enhance data dashboards and research capabilities, and enable faster, more informed product decisions.
- Lead by example, level-up design acumen, empower and inspire talent, while establishing scalable processes, improving collaboration models, and advancing design maturity across organizations.

UX Strategy & Execution Cross-Functional Collab Workflow Automation **Enterprise Product Design**

Research, A/B Test, Journey Mapping **AI-Enabled Experiences** Information Architecture Omnichannel Design

Inclusive Leadership Data-Driven Decision-Making Career Development **Scalable Design Systems**

SAFe®, Figma, Miro, Lovable, Figma MCP, GitHub Copilot.

EDUCATION & CERTIFICATIONS

Master in Creativity for Design
Bachelor of Graphic
Communication

MIT Designing and Building AI
Products and Services

[Certification](#)
2025

SAFe® 6 Product Manager
PMI: Certified Associate in
Project Management

[Certification](#)
2026

NNg Master Certification
ID [1034823](#)
2023

IDEO Creative and Collaborative
Leadership | Communicating for
Impact

[Certifications](#)
2023

SDN Service Design

[Certification](#)
2023

UX Sr Design

AT&T

Consumer Technology Experience
My AT&T App
July 2026 - Present

- Played a key role in the redesign of the design system for My AT&T app UI Kit, conducting extensive research on each component and partnering across design, content, and engineering.
- Supported My AT&T app launch and post-launch stabilization, leading end-to-end component-level quality assurance, resolving visual and interaction inconsistencies, and serving as a critical connector and escalation point between design and engineering teams, unblocking ambiguous scenarios, ensuring WCAG compliance and refining rules across workstreams.
- Contributed to scaling design system adoption by documenting tokens, components, and reusable UX patterns through a centralized data management system, partnering with design, content, and engineering teams to establish a single source of truth for specifications and enable automation.
- Partnered with product management to drive multi-channel experience success for Turbo Live and Loyalty programs, using AI-assisted tools to rapidly generate journey maps, dashboards, and prototypes, enabling a unified vision from strategy to component-level decisions.

UX Design Lead

T-Mobile

Product Partnerships & Growth
Salesforce Integration
April 2025 - July 2025

- Partnered with cross-functional teams to redesign T-Mobile's enterprise sales platform, improving tools used by sales teams across retail, government, and B2B verticals.
- Contributed to the end-to-end redesign of key workflows across the Quote-to-Order journey, enhancing individual stages to improve usability, reduce friction, and boost task efficiency.
- Collaborated closely with Customer Experience, Product and Engineering to prioritize features and drive rapid releases in a high-pressure environment, achieving MVP delivery 40% faster than projected.

UX Design Manager

Insulet

Enterprise UX & Digital Product
Innovation.
Dec 2020 - Jan 2025

- Collaborated on the implementation of AI-powered tools to automate localization workflows and align design files with code, resulting in \$10 million USD in cost savings.
- Led UX design for Omnipod 5 native apps and web platforms, ensuring brand consistency across touchpoints in 10+ languages, solidifying global product leadership.
- Partnered with major organizations like Abbott and Dexcom ensuring alignment with technical requirements, and streamlined processes to deliver impactful user experiences, which resulted in a ~15% reduction in time to market.
- Directed Design System migration to Figma, improving accessibility compliance and team efficiency by 20%.
- Advocated for WCAG-compliant practices, reducing compliance risks and ensuring inclusivity.
- Led the establishment of a high-performing global UX team of 16, leveraging nearshore talent to achieve 35% cost savings while fostering diversity and inclusion. Three team members advanced to leadership roles, reflecting a culture of growth and innovation.

UX Design Manager

TalentGuard

SaaS, AI-Powered UX & Strategy
Mar 2018 - Nov 2020

- Spearheaded end-to-end design strategies for HR solutions, increasing customer retention and growing revenue by ~17%.
- Proposed and executed a comprehensive rebrand, designing and implementing a unified system, ensuring consistent branding and execution across platforms.
- Introduced Service and Design Sprint methodologies, accelerating the average UX delivery by 15%.
- Led user research initiatives, generating insights that informed product development and improved usability scores by 34%.
- Tackled legacy content challenges, driving accessibility and engagement improvements across platforms.

AWARDS AND RECOGNITIONS

- MIT Exemplary Assignment Award - Designing and Building AI Products and Services Program, 2025.
- Nielsen Norman Group Mentorship Contributor, 2024.
- Laboratoria Mentor Champion fostering inclusive career growth for women in Latin America, 2023