Beatrix Marie P. Gonzales

Experience Designer

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Work

UX Designer

Azeus Systems Limited | July 2023 - Present

- Drives UX design for Azeus Convene (board management) and Convene ESG (sustainability reporting), rapidly prototyping, iterating, and refining user flows to support fast-paced feature development
- Collaborates closely with product teams to develop user-centered design solutions that align with client needs and operational goals
- Conducts design reviews and testing to refine processes and experiences for new product features and enhancements

Experience Designer

Globe Telecom | Jan 2021 - July 2023

Direct hire (Feb -Jul 2023) | Client-based hire by Asticom (Jan 2021-Jan 2023)

- Crafts experience concepts to address business problems of projects from Enterprise, Network Technology, and B2B domains
- Liaises with business stakeholders to gather project requirements
- Designs product workflows and user interfaces through iterations
- Conducts qualitative and quantitive user research to support a product's design direction and address its usability problems

UX Designer, Graphic Designer, & Video Editor

Freelance | Mar 2019 - Present

- Conducted a UX audit and revamped the UX/UI of a rewards web app, improving usability for MSME business owners
- Managed social media content for a dessert shop, increasing brand visibility and engagement
- Developed branding for restaurants, a dessert shop, and a pet business, helping them establish their unique market identity
- Produced promotional videos for an educational institution and social enterprise to raise awareness for animal-assisted therapy

UX Design Intern

GroupM | Jun - Aug 2019

- Designed web/mobile apps and delivered research reports for telecommunications and electricity clients

Co-Curricular

Vice President for Communications

Ateneo Management Information Systems Association | May 2019 - Jun 2020

- Led 2 Associate Vice Presidents and 33 officers comprised of creative directors, promotional strategists, and photo/videographers
- Oversaw all organization's social media promotions and collateral for 6 major projects
- Designed over 50+ official promotions and UX/UI design projects
- Conceptualized and headed the organization's rebranding

Skills

- User experience design
- UX/UI design
- User research
- Project management
- Business & systems analysis
- Graphic design & branding
- Video editing

Tools

- Adobe CC: XD, Illustrator, Premiere Pro, After Effects, and Photoshop
- Figma

Education

Ateneo de Manila University

2016 - 2020

BS Management Information Systems
Specialization in Enterprise Systems
Minor in Korean Studies

Relevant courses:

- Business Process Management
- Enterprise Systems Planning
- IT Management
- Project Management
- Systems Analysis and Design

Seoul National University

International Summer Program | Jun - Jul 2018

Relevant courses:

- Computer Science (Python)
- Marketing
- Korean Language

Conferences

UX+ Conference

Aug 2024

Achievements

Ateneo Korean Vlog Competition

Nov 2018, Oct 2019

Consecutive grand prize winner

ASEAN Culture House Video Contest

Mar 2019

ASEAN Culture House Director-General silver prize winner