ROMEO GOTERA
LEADERSHIP · USER EXPERIENCE · PRODUCT DESIGN

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DESIGN LEADER

Proven leader in UX Design and team management, with a 20-year track record of delivering user-centric design systems and driving substantial business growth. Proficient in cross-functional collaboration, adept at leveraging a comprehensive suite of design tools and methodologies to create compelling, intuitive user experiences that resonate with users and bolster brand identity.

HIGHLIGHTED ACCOMPLISHMENTS

▪ Led the covert development and implementation of a unified design system at Shutterfly, eliminating the need to design and develop for three (3) separate platforms (desktop, mobile web, and app) and also enhancing cross-platform user experience and brand consistency, increasing return users and product completion/checkout by 12%+.

▪ Built and led a team of 25 artists and designers (internal and remote), contributing to a product that generated over $1 million in daily revenue for eight (8) consecutive months.

▪ Pioneered and steered forward-thinking design, resulting in patents for innovative UX and significant enhancements to user interfaces

▪ Innovated a custom avatar-based sticker system that allowed users better represent and express themselves within chats with expressive stickers that looked like themselves. This was years prior to a similar feature being integrated into apps like Facebook, Instagram, and WhatsApp.

AREAS OF EXPERTISE + SKILLS

Leadership:

Team Building • Talent Acquisition • Talent Development • Mentoring • Strategic Planning • Cross-Functional Collaboration • Design Strategy & Roadmap Development • Active Listening • Written & Verbal Communication • Diplomacy & Influencing • OKR Oriented & Data Driven • Decisiveness • Employee Development • Change Management • Drive for Results • Customer Service

Design & Creative:

UX Design • Customer-Focused Design • Design Systems • Brand Consistency • Inclusive Design • Machine Learning • Information Architecture • User Research • Competitive Analysis • A.I. Prompting • Prototyping • User Flows • Wireframing • Visual Design • Prototyping • Graphic Design • Typography • Iconography • Vector Illustration • Digital Painting • Animation • Motion Graphics • Logo Design • Video Editing • Photography

Technology & Systems:

Sketch • Adobe XD • InVision • Figma • Balsamiq • Principle • Zeplin • Adobe Photoshop • Adobe Illustrator • Adobe After Effects • Adobe Premiere • Basic Coding (HTML, CSS, JavaScript) • Agile & SCRUM Methodologies • Jira • Pivotal • Wrike

PROFESSIONAL EXPERIENCE

2022

UX is Fine! [Remote]
Design Director · 2021 - 2022

▪ Directed a diverse team of artists and designers across multiple states and countries, fostering an environment of open creativity and continuous learning.

▪ Developed and executed design strategies and roadmaps, streamlining project delivery and client satisfaction.

▪ Facilitated workshops and collaborative sessions to ideate and iterate on design solutions, ensuring alignment with customer needs and business objectives.

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2020

SHUTTERFLY, INC. [Redwood City, CA]

Sr. Experience Design Manager · 2015 - 2020

- Established new visual design guidelines, updating our user interface for a unified, modern experience across all platforms. Collaborated with engineering to integrate a React-based design system, optimizing development and design efficiency.
- Led the redesign of the end-to-end shopping experience, balancing the needs of new users and seasoned creators to deliver a flexible yet streamlined product customization process.
- Utilized machine learning and AI to analyze metadata and user behavior, creating personalized content that resonated with customers' preferences, thereby simplifying and enriching the user journey.
- Innovated new UX designs, securing patents for pioneering solutions in user experience that reflected the company's creative priority.
- Directed a UX improvement initiative across all product lines, focusing on simplification and intuitive navigation, significantly improving the creative process for flagship offerings like Photo Books and Cards. Improvements led to significant growth in new and return customers.
- Led strategic projects addressing complex design challenges, delivering robust information architecture and interactive prototypes that shaped product direction and confirmed project viability.
- Mentored design teams in industry best practices and emerging trends, leveraging cutting-edge tools to enhance workflow efficiency and advance career development.
- Coached team members individually, aligning personal growth with organizational objectives to solidify a culture of professional excellence.

2015

STORM8 [Redwood City, CA]

Lead UI/UX Designer · 2013 - 2015

- Created a custom avatar-based sticker system that allowed users better represent and express themselves within chats with expressive stickers that looked like themselves. This was years prior to a similar feature being integrated into apps like Facebook, Instagram, and WhatsApp.
- Led many conceptual projects to bring new, fun games and interactive networking solutions to market.
- Managed the UI/UX design for new mobile app projects, ensuring a cohesive and intuitive user experience.
- Collaborated closely with product and engineering teams to implement and test features, promoting cross-functional teamwork and innovation.

2013

ZYNGA [San Francisco, CA]

Director of Art and UI/UX · 2009 - 2013

(Zynga Poker, Frontierville, Pioneer Trail, Pirateville, Pioneer Trail 2, and more)

- Built teams of 25 artists from scratch, personally defining roles and recruiting talent
- Managed, directed, and mentored teams of up to 30 artists and designers
- Achieved efficient production flow by helping develop pipelines
- Created style guides and trained artists on how to properly achieve styles
- Directed art/design through pitch, design, pre-production, and production phases
- Managed outsourcers to continuously deliver large number of daily assets
- Managed resources, scheduling, and budgeting
- Established team visions for new initiatives revised UX while maintaining live game
- Conceptualized/designed UI, flow, and cross-platform experience with mobile priority
- Evolved current design standards while still appealing to a broad audience

REFERENCES AVAILABLE UPON REQUEST