



GONZALO GELSO

EDUCATION

Savannah College of Art & Design - SCAD

Savannah, GA. 2014 – 17

B.F.A. in Graphic Design / NAIA Athlete

Concentration in UX

University of California Santa Barbara - UCSB

Isla Vista, CA. 2013 – 14

B.F.A. in Visual Communication / Division 1 Athlete

Concentration in Computer Science

DESIGN SKILLS

Design Thinking	Brand Identity
Storytelling	Interactive Design
Cross-Discipline Collab.	Wireframing
Ideation & Concepting	UX UI Design
E-commerce	Rapid Prototyping
System Architecture	Usability Testing
Design Research	Marketing Strategy

DESIGN TOOLS

Sketch App	Invision + Principle
Adobe AI, PS, ID	Google Apps
Shopify & Wix	Sketchbook

RECOGNITIONS & AWARDS

SXSW - Interactive Finalist - Health, Med & Bio Tech

UX AWARDS - Student Gold

RED DOT - Communication Design Gold

INDIGO AWARDS - Communication Design

ALL AMERICAN - NCAA National Soccer Competition

ATHLETIC SCHOLARSHIP - UCSB & SCAD

GALLERY EXHIBITIONS

Brooklyn, NY. La Casa - 8/31/2019.

Art Basel Miami. La Casa De Alegria - 12/7 + 8/2020

Brooklyn, NY. La Casa - 3/29/2020

UX Designer

GONZALOGELSO.COM

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561-951-9990

WORK EXPERIENCE

LIGHTWELL - Acquired by Twitter*

New York, NY. Fall 2018 - Fall 2019

Lead Product Designer

Worked closely with developers, designers, and PM to redefine a prototyping software that enables designers to build production ready prototypes for native iOS without writing code. Handled the tools UI redesign, website redesign, user research, sample projects, tutorial videos, content visual identity and more. Gave talks about the current & future state of tools available for designers. Successfully sold to Twitter in August 2019.

ARCADIA EARTH MUSEUM

New York, NY. Winter 2020

UX Designer

Prototyped, set up, tested VR headsets & AR components of the museum in Unity & Vuforia.

BATTLE MEDIA LAB

Boca Raton, FL. Fall 2017 - Fall 2018

UI Designer

Shipped websites, apps, and ad campaigns. Reported to Art Director, Creative Director & PM.

GULFSTREAM AEROSPACE

SCAD CLC Savannah, GA. Winter 2016

UX Designer - Usability Team

Partnered with Gulfstream Aerospace to redesign the cockpit synoptics system of private jets.

LOMBARDO AGENCY

West Palm Beach, FL. Summer 16 – Current

UI & UX Designer

Designed iOS & Android apps. Reflected on user journeys to design wireframes & prototypes. Conducted usability testing with focus groups.

UBER

Santa Barbara, CA. Winter 2014

Growth & Usability Team

Raised brand awareness & conducted user onboarding as well as usability testing.

LANGUAGES

English

Spanish