Santiago Gomez

Director of User Experience and Design

Bringing 20 years of expertise in digital product design to the table, with a career spanning collaborations with global brands like Coca-Cola, Delta Airlines, USAID, Nike, Samsung, LG, and Chick-fil-A.

Experience

Lead User Experience Designer

ChickFila
Feb 2024 - Feb 2025

As a Lead User Experience Designer at Chick-fil-A, I had the privilege of leading a talented team in redefining the approach for the Tax Compliance Project. Over the past few months, I have gained deep insights into complex workflows and the critical role of cross-functional collaboration in developing user-centered solutions. By working closely with team leads, I assessed existing processes, identified inefficiencies, and uncovered opportunities to enhance system clarity and efficiency.

Director of User Experience and Design

Chemonics
Oct 2021 - Feb 2024

I championed the integration of design thinking methodologies throughout the organization, establishing standardized protocols and efficient procedures. I facilitated seamless integration between contemporary applications and legacy systems. Additionally, I directed the design direction for over 20 projects, managing the entire development process from ideation to execution.

Owner, Director of User Experience, UI Developer

Monster Labz
2008 - Oct 2021

I've partnered with many businesses, from small startups to major corporations, leading projects of all shapes and sizes. With my leadership, teams of 3 to 10 experts, including designers and developers, have excelled. My clients include top names like Coca Cola, Ron Clark Academy, and many more.

Adjunct Professor

Clemson University
Aug 2017 - Present

Developed a comprehensive curriculum focused on application design methodologies, encompassing the entire spectrum from ideation to prototyping. Employed industry best practices to guide participants through the intricacies of front-end development, culminating in creating personalized portfolios tailored to their skills and aspirations.

Senior Solution Designer & Design Director of User Experience

Hatchworks Inc.
October 2017 - 2019

Design director for AT&T's IoT Platform, collaborating closely with various stakeholders including business lines, product owners, and solutions engineers to conceptualize and implement innovative IoT solutions. Led a multidisciplinary team comprising designers, business analysts, project managers, and development professionals, orchestrating cohesive efforts towards achieving project objectives and exceeding client expectations.

Lead User Experience Architect

Soltech Inc.
October 2014 - 2017

I successfully delivered 75 applications, handling everything from UX to front-end development with flair. Led dynamic teams of 3 to 8 designers and developers. I pioneered user-friendly design systems for in-house and client projects spanning education, finance, healthcare, gaming, music, energy, and housing. I collaborated with companies big and small, from Fortune 50 giants to innovative startups.

Education

Digital Media Arts College
Animation
2010 - 2012

Art Institute of Atlanta
Graphic Design
2005 - 2008

Skills

User Experience Design

User Interface Design

Human Centered Design

User Research

Wireframing / Prototyping

Front-end Development

Illustration

Tools

Figma

Illustrator

PhotoShop

Mockflow

Hotjar

Axure

VS Code

Contact

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