

NOEL GONZALEZ

Ocala, FL | [LinkedIn](#) | Portfolio: [noel.io](#) | 305-632-7189 | hello@noel.io

UX/Product Design Lead with 25+ years of experience specializing in FinTech, B2B/B2C SaaS, and agentic AI design. Proven track record of leading cross-functional teams, driving digital transformation, and delivering measurable business outcomes through user-centered design, automation, and machine learning integration.

EXPERIENCE

USER RESEARCH & UX/UI DESIGN

Grant Thornton | Contract | Remote

OCTOBER 2025 – PRESENT

Leading user research and design for agentic design flows in Audit and Tax, defining AI-driven workflows that transform how professionals interact with complex financial processes. Shaping the firm's approach to autonomous agent experiences within enterprise applications.

Insights

- Lead user research initiatives to understand auditor and tax professional workflows and pain points
- Design agentic AI interaction flows that automate and augment professional decision-making
- Collaborate with cross-functional teams to define agentic UX patterns for enterprise adoption

USER EXPERIENCE LEAD

EverBank | Contract | Jacksonville, FL

NOVEMBER 2024 – OCTOBER 2025

Spearheaded UX initiatives driving digital transformation for internal and external banking processes, eliminating manual workflows and enhancing transaction efficiency through optimized user flows and automation integration.

Insights

- Led UI design, wireframing, and prototyping in Figma for banking applications
- Updated design system to meet WCAG accessibility standards across all digital products
- Streamlined internal processes, reducing manual task completion time through UX-driven automation

SENIOR PRODUCT DESIGNER

Paylt | Contract | Remote

APRIL 2024 – MAY 2024

Audited the PWA mobile app, identifying critical accessibility and usability issues. Addressed information architecture problems and provided actionable accessibility improvements.

Insights

- Audit user journey and address information architecture issues
- Provided accessibility to improve the PWA mobile application

UX/UI DESIGN LEAD

Rentvine | Full-time | Remote

APRIL 2022 – FEBRUARY 2024

Led the redesign of a B2B and B2C multi-platform connecting landlords and tenants, simplifying the rental process and enhancing the user experience across desktop and mobile. Integrate AI into the user flow to enhance the user experience.

Insights

- Unified the UI for the B2B SaaS application, resolving accessibility issues across the platform
- Redesigned the SaaS portal to be fully responsive and accessible on mobile devices
- Mentored front-end developers and led tech-feasibility sessions for the engineering team

SENIOR USER EXPERIENCE DESIGNER

Edward Jones | Contract | St. Louis, MO

JANUARY 2021 – APRIL 2022

Led the design of advanced B2B applications for financial advisors, driving the firm's digital transformation for investment professionals.

Insights

- Designed time-saving features for the legacy trade screen application
- One feature enhancement reduced transaction clicks by 3, saving hundreds of hours company-wide
- Collaborated with user research team to gather actionable insights

USER EXPERIENCE LEAD

Bank of America | Contract | Charlotte, NC

JUNE 2020 – DECEMBER 2020

Designed the end-to-end Erica voice onboarding automation user journey, streamlining how customers authenticate and navigate Bank of America's AI-powered virtual assistant. Mapped voice interaction flows that guide users through identity validation, ensuring a secure and frictionless handoff to live client services representatives when needed.

Insights

- Designed the Erica voice onboarding automation user journey
- Created payment collection user flows and guided systems for associates
- Conducted accessibility research, usability testing, and qualitative user research

SENIOR USER EXPERIENCE DESIGNER

SharpSpring | Full-time | Gainesville, FL

APRIL 2019 – APRIL 2020

Led the end-to-end UX design of a configurable chatbot feature for SharpSpring's CRM platform, enabling customers to capture warm leads 24/7 and automate workflows across sales, customer service, and QA. Delivered a fully functional beta within a six-month timeline—from zero existing patterns to a production-ready feature.

Insights

- Audience targeting by visitor type, lead status, and pipeline stage
- Deep integration with SharpSpring CRM workflows and data model
- Configurable automation for sales, support, and QA use cases

SENIOR USER EXPERIENCE DESIGNER

Cognizant Softvision (Client: PwC) | Full-time | West Palm Beach, FL

MARCH 2018 – APRIL 2019

Contributed to a multinational B2B/B2C SaaS accounting software project for PwC, engaging with stakeholders to present prototypes and user flows.

Insights

- Created wireframes and high-fidelity prototypes with Axure RP
- Collaborated with remote and local development teams on RPA workflow integration
- Leverage Robotic Process Automation (RPA) to improve user-flow and remove manual user process.

SENIOR USER EXPERIENCE DESIGNER

Kipu Health | Full-time | Miami, FL

JANUARY 2017 – FEBRUARY 2018

Presented wireframes and user flows to stakeholders while analyzing data from user testing to drive continuous improvement. Maintained HIPAA compliance in all design work.

Insights

- Create wireframes and hi-fi prototypes with Figma
- Daily meeting with the CMO, SME's and cross-functional teams.

USER EXPERIENCE LEAD

Macate Group | Full-time | Miami, FL

MAY 2015 – NOVEMBER 2016

Designed native iOS and Android mobile applications for biometrics, FinTech, and communication sectors. Designed native white-label mobile apps and collaborated with stakeholders on roadmap planning.

Insights

- Meet with stakeholder and PM for app roadmap
- Design native white label mobile app for iOS and Android
- Design wireframes and prototypes using Sketch and Adobe XD

SENIOR USER EXPERIENCE DESIGNER

Aeropost | Full-time | Miami, FL

MARCH 2014 – MAY 2015

Designed a global e-commerce website on the Demandware cloud platform with emphasis on user research, A/B testing, and international buyer flows.

Insights

- Design hi-fi mockups using Photoshop and provide deliverables
- Manage SEO, PPC budget and manger
- Manage social media company and budget

USER EXPERIENCE LEAD

Donald J Pliner | Full-time | Miami, FL

OCTOBER 2010 – MAY 2012

Focused on UX/UI design, A/B testing, and data reporting for e-commerce and national retail stores. Designed user journey maps, landing pages, and conversion funnels.

Insights

- Design hi-fi mockups using Photoshop and provide deliverables
- Design user journey maps, A/B testing landing page and funnels
- Google Analytics Reporting

USER EXPERIENCE LEAD

Random Source | Full-time | Miami, FL

OCTOBER 2008 – OCTOBER 2010

Managed UX/UI design for e-commerce platforms from conceptualization through execution, including user flow design and user testing.

Insights

- Design hi-fi mockups using Photoshop and provide deliverables
- Design user journey maps, A/B testing, Google Analytics Reposting

LEAD DESIGNER AND PRODUCTION MANAGER

TigerDirect.com | Full-time | Miami, FL

AUGUST 1998 – OCTOBER 2008

Oversaw comprehensive e-commerce UI design from concept to implementation. Led a team of 6 UI and web designers delivering high-quality design solutions. Collaborated closely with CEO, Creative Director, PM, and CMO on strategic initiatives.

Insights

- Design hi-fi mockups using Photoshop and provide deliverables
- Design user journey maps, A/B testing, Google Analytics Reporting
- Collaborated closely with the CEO, Creative Director, Project Manager, and CMO to drive daily initiatives and ensure seamless execution of projects or features.
- Manage a team of 6 designers

EDUCATION

COMPUTER INFORMATION SYSTEMS

Miami Dade College

SKILLS

- UX & UI Design
 - Information Architecture
 - Agentic AI/ML Design
 - Design Systems & Accessibility
 - Design Thinking
 - Figma, Sketch, Adobe Suite
 - HTML5, CSS3, JavaScript
 - TailwindCSS, Astro, Cursor, Supabase
 - User Research & Testing
 - Prototyping & Wireframing
 - User Journey Mapping
 - Agile/Scrum Methodology
 - B2B, B2C, SaaS, Enterprise
 - Native Mobile & PWA
 - A/B Testing & Analytics
 - User Center Design
-