

Gustavo Quiros

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US Citizen | San Diego, California

PROFESSIONAL SUMMARY

UX & Product Design Lead with 10+ years of experience creating enterprise-level digital products, customer experiences, and scalable design systems for Fortune 500 companies and complex organizations. Experienced in leading UX strategy, product design, research, interaction design, and customer experience across web and mobile ecosystems. Strong background translating complex business, financial, healthcare, and enterprise requirements into clear, intuitive experiences while collaborating closely with Product, Engineering, Legal, Quality, and business stakeholders.

EDUCATION

Universitat Politècnica de Catalunya

Master's Degree in Customer Experience

April 2023

Universidad Autónoma de Guadalajara

Bachelor's Degree in Design Engineering

December 2021

WORK EXPERIENCE

Tata Consultancy Services | Spring Valley, CA

July 2022 – July 2026

UX/CX Lead | Senior UI/UX Designer

Led UX, CX, and product design initiatives for enterprise digital products serving complex global organizations. Worked across strategy, information architecture, interaction design, visual design, usability testing, and scalable design systems in collaboration with Product, Engineering, Legal, and Quality teams.

Project – PIP Global Safety | Global Product Migration & Rebranding

- Led UX and product design for the global migration and rebranding of thousands of products, documents, assets, and digital experiences following PIP Global Safety's acquisition of Honeywell's safety division.
- Designed and standardized digital interfaces, product catalogs, packaging, labels, documentation systems, and product manuals across Americas, Europe, and Asia.
- Developed structured workflows, reusable templates, and scalable design patterns to support a large-scale migration while maintaining consistency across regional requirements.
- Partnered with global stakeholders to balance brand consistency with regional and regulatory requirements.
- Helped establish a unified design language across digital interfaces and physical product touchpoints, creating a foundation for future product launches and global expansion.

Project – MetLife – Client & Agent Digital Ecosystem

- Led UX/CX strategy and UI/UX design for MetLife's client and agent digital ecosystem across US, Mexico, and Colombia.
- Designed experiences across the Client Self-Service mobile app, Client Web Portal, and Agent Web Portal, supporting iOS, Android, and responsive web.
- Simplified complex insurance information, payments, claims, reimbursements, and other high-impact customer workflows through clear information architecture and progressive disclosure.
- Designed step-by-step flows with upfront explanations, confirmations, and instructional content to improve clarity and user confidence in critical financial and insurance experiences.
- Created and evolved interconnected design systems and scalable interaction models to support consistency across platforms, products, and markets.
- Conducted usability testing and incorporated client feedback into iterative design decisions.
- Collaborated closely with Product, Engineering, Legal, and Quality teams to translate complex business and regulatory requirements into intuitive customer experiences.

Curae Health | Smyrna, GA

January 2022 – August 2026

Senior UI/UX Designer | Contract

- Served as the primary Senior UI/UX and Graphic Designer responsible for the public-facing digital experience across Curae Health and its core product ecosystem.
- Designed responsive web experiences for a healthcare fintech organization focused on liquidity, payment acceleration, and revenue solutions for healthcare organizations.
- Translated complex healthcare and financial concepts into clear, approachable experiences through strong information architecture, visual hierarchy, progressive disclosure, and plain-language communication.
- Defined relationships between the parent brand and core product experience to create a cohesive digital ecosystem and stronger product understanding.
- Developed reusable layouts, components, visual patterns, and digital assets to improve consistency across product, marketing, and sales experiences.
- Created graphic and visual communication materials supporting marketing, sales, and business initiatives.
- Collaborated with Product, Engineering, and business stakeholders to align customer needs, product requirements, and business objectives.

Hedy & Hopp | St. Louis, MO

January 2022 – January 2023

Lead Designer | Contract

Supported complex internal processes and operational requirements by translating them into clear, intuitive digital experiences. The role combined UX strategy, information architecture, interaction design, and visual design, with a focus on usability, consistency, and the security and compliance considerations of healthcare environments.

Project – BJC – Internal Digital Platform & Web Experience

- Designed an internal web platform supporting employee-facing workflows and operational processes across BJC Health.
- Defined information architecture, navigation structures, user flows, and responsive web experiences for complex internal workflows.
- Simplified information and navigation structures to create clearer, more intuitive experiences for employees and internal users.
- Designed within confidentiality, security, IT, and compliance requirements specific to a healthcare environment.
- Established reusable design patterns and structural standards to improve consistency across internal and public-facing digital experiences.
- Collaborated with technical and business stakeholders to translate operational requirements into practical, scalable user experiences.

Lead UI/UX Designer | Creative Lead

- Led UX strategy and digital design for websites, digital products, and customer-facing experiences across multiple industries and business models.
- Conducted user research, usability testing, journey mapping, and UX analysis to identify customer pain points and opportunities for improvement.
- Designed information architecture, wireframes, user flows, interaction models, and high-fidelity digital experiences.
- Led branding, creative direction, graphic design, marketing campaigns, advertising, and digital communications.
- Connected UX strategy with brand and marketing initiatives to create cohesive customer journeys across digital touchpoints.
- Collaborated with clients, stakeholders, developers, and multidisciplinary teams from initial strategy through final production.
- Established consistent visual and interaction patterns across projects while adapting experiences to individual business and customer needs.

CORE SKILLS

Product & UX: Product Design, UX Strategy, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping, UI Design, Responsive Web, Mobile Design

Research & CX: User Research, Usability Testing, Journey Mapping, Service Design, Customer Experience, A/B Testing, Conversion Optimization

Systems & Leadership: Design Systems, Component Libraries, Reusable Patterns, Design Governance, Stakeholder Management, Team Leadership, Cross-Functional Collaboration

Creative: Branding, Creative Direction, Graphic Design, Marketing Design, Advertising, Visual Design, Videography, Animation

Tools: Figma, Adobe Creative Cloud, Jira, Webflow, WordPress, FigJam

CERTIFICATIONS

Google — Google UX Design Professional Certificate (2022)

Microsoft — Microsoft Azure & Azure AI | Project Management (2023)

Adobe Creative Cloud — Illustrator | Photoshop | Premiere Pro | InDesign (2025)

PLATFORMS & MARKETS

Platforms: iOS, Android, Responsive Web, Web Portals, Documentation Systems, Marketing & Brand Touchpoints

Markets: United States, Mexico, Colombia, Americas, Europe, Asia

Industries: Insurance & Financial Services, Healthcare & Healthcare Finance, Safety & Industrial Products, Digital Products & Marketing

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