

Gerardo Vargas

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PRODUCT DESIGNER

DESIGN SYSTEMS | END-TO-END PRODUCT DEVELOPMENT | USER RESEARCH

Product Designer specializing in SaaS workflow systems, operational UX, and end-to-end product design for complex, multi-user environments. Focused on reducing cognitive load in high-friction workflows by simplifying decision-making structures across real-world business operations.

CORE COMPETENCIES

Product Design · UX Strategy · SaaS Platforms · Workflow Design · Project Management · Information Architecture · Accessibility (WCAG) · Agile Collaboration · Prototyping (Figma) · CMS Architecture · Stakeholder Management · Data-Driven Iteration · **Bilingual (Spanish)**

EXPERIENCE

PRODUCT DESIGNER

Wrenchie | Remote | 07/25 - Present

- Designed a SaaS workflow system for auto repair operations by restructuring fragmented job tracking, estimate, and approval flows into a unified decision experience for frontline shop teams.
- Redesigned fragmented DaaS information into a unified Hub that consolidated vehicle data and customer approvals into a single decision surface, reducing context switching across tools.
- Reduced onboarding time by 90 minutes (1–2 hours to 15 minutes) by simplifying setup flows and configuration complexity.
- Maintained continuity of repair workflows by designing a manual purchase order system that enabled parts sourcing without reliance on third-party integrations, avoiding blockage of critical shop operations.
- Prioritized high-frequency workflows over feature expansion, improving clarity and reducing cognitive load in time-sensitive, multi-role systems for technicians, service writers, and customers.

PRODUCT DESIGNER

Miva Collective Foundation | Fairfield, CA | 01/18 - 12/2024

- Architected a centralized, CMS-driven Webflow ecosystem that unified fragmented initiatives (podcast, editorial, e-commerce) into a single product hub.
- Designed scalable brand and experience systems that enabled partnerships with national organizations (Tesla, Marriott, NorthBay Health, Ford), supporting \$100K+ in sponsorship growth.
- Designed multi-channel brand and event experience for a large-scale wellness initiative, mapping digital-to-physical user journeys across touchpoints, scaling video engagement by 2,541% and social interactions by 613%.
- Achieved two national media features on Sacramento's Fox 40 News by executing high-fidelity creative campaigns and managing end-to-end operations for a multi-purpose festival fundraiser.

EDUCATION

Google UX Design Professional Certificate

In-Progress

Google Project Management Certificate

In-Progress