

# Gregory Estevez

[Portfolio](#) | [Linkedin](#)

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## About Me

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10 years of experience solving problems and improving services to create a better user experience and scaling business goals in a fast-paced environment ▪ Passionate for creating intuitive digital products by conducting empathetic user research and focusing on human centered design▪ Dedicated to being on a team that is constantly collaborating and committed to producing meaningful user-driven products.

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## Skills

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UX Design: Interaction Design | Information Architecture | Wireframing | Visual Design | Storyteller | User Research | Market Research | User Testing | User Flow | Design System | Affinity Mapping  
Tools: Figma | Sketch | Pro-Create | G Suite | Maze | Slack | Zoom | Microsoft Teams | Asana  
Spoken Languages: English (Native) & Spanish (Advanced-Read/Write/Speak)

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## Experience

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### **UX Designer**, Stella Source, *Virtual, November 2022 - Present*

- Facilitate weekly meetings with project managers to discuss current feature updates and future enhancements.
- Create high-fidelity prototypes for weekly presentations to stake-holders
- Develop user personas and journey maps to drive empathy and guide design decisions.
- Research industry trends and best practices to continuously improve user experience.
- Collaborate closely with engineers to translate designs into functional features, maintaining consistent user experience.

### **UX Strategist**, Web3 Freelance, *Virtual, August 2022*

- Participating in quantitative user research to understand user needs by conducting interviews and surveying 20+ individual
- Engaging with cross-functional teams to understand professional services that will be translating into strategic digital services
- Developing a visual design layout for the landing page that highlights the ecosystem of the brand

### **Retail Operations Manager**, Louis Vuitton, Miami, FL, November 2020 – March 2021

- Sold \$3.1M in merchandise within 5 months of service during the height of the Covid-19 pandemic
- Understood clients' needs and led team members to exceed \$200k monthly sales goals
- Analyzed sales data and reported daily operation/sales to the sales team and senior management
- Designed & installed visual merchandising displays to meet brand standards & boost customer impact
- Managed & ordered inventory on a monthly basis to ensure a full supply of high-demand products

### **District Manager**, Bareburger, New York, NY, January 2012 – February 2019

- Progressed from General Manager to District Manager within 2 years of service
- Collaborated with executives to launch new products and 6 new franchises within 2 years of DM
- Trained and developed 30+ supervisors & assistant managers for future GM roles
- Worked with cross-functional teams to make stakeholders needs and wants achievable
- Conducted quantitative research to make arrangements for weekly/monthly promotions
- Developed a new menu on a 6-month basis using an agile methodology

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## Education

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**Certificate of Completion**, General Assembly, User Experience Design Immersive (UXDI)