

GOLDA BORRERO

Senior UX/UI Designer | Brooklyn, NY

[linkedin.com/in/golda-borrero](https://www.linkedin.com/in/golda-borrero) | goldagraphics.com

PROFESSIONAL SUMMARY

Senior UX/UI Designer with over 5 years of experience in UX and more than 15 years in visual design, delivering user-centered solutions for brands like Google, HP, Apple, and IBM. Skilled in user research, wireframing, prototyping, and usability testing. Proven ability to increase engagement, improve conversions, and reduce costs through intuitive design. Projects include internal tools (HP IT portal), mobile apps (Stanley, Chase, AstraZeneca), enterprise software (Google Ads Help), B2B platforms (IBM Cloud), and B2C products (Zerve, Imaginova).

EXPERIENCE

Goldagraphics LLC

New York, NY

Senior UX/Visual Designer

01/2009 - present

Led end-to-end UX/UI design for clients across various industries, focusing on user-centered design, usability, and improved operational workflows. Notable Projects:

- Chase Ultimate Rewards Mobile App – Increased user engagement and retention through an intuitive mobile UI/UX.
- AstraZeneca Seroquel XR Mobile Web – Clarified user goals, simplified workflows, and enhanced overall user experience.
- Zerve E-commerce Platform – Boosted revenue by optimizing the checkout process and improving conversion flows.

Google

Remote, New York, NY

UX Designer (Contract)

09/2022 – 09/2023

Developed a web app for **Google Ads Help**, allowing small to medium-sized businesses to book support sessions with ad campaign experts.

- Created user journey maps, wireframes, and interactive prototypes; refined designs based on usability testing and stakeholder feedback.
- Helped achieve a \$130M reduction in costs and an increase in revenue through designing paid services.

HP

Remote, New York, NY

Senior UX Designer (Contract)

09/2021 – 09/2022

Developed a web-based **IT support application** for internal HP employees to access help with tools and software.

- Led design workshops, gathered stakeholder requirements, and translated them into product roadmaps.
- Helped cut \$150M in IT support costs by enhancing user experience.
- Applied analytics (e.g., bounce rate analysis, heatmaps) to iterate and refine the user interface for optimal performance.

Stanley Black & Decker
Senior UX Designer (Contract)

Remote, NY
04/2021 – 06/2021

Developed a mobile app to oversee and monitor material deliveries throughout the construction process.

- Collaborated with Product Management and fellow designers to define user requirements and develop user-centered solutions for testing with users.

Apple
Production Artist (Contract)

Cupertino, CA
02/2018 – 03/2018

- Delivered high-quality, production-ready assets for web and mobile platforms supporting the launch of Apple products in the Russian market.
- Collaborated with international, cross-functional teams to meet project deadlines and maintain a user-centered design approach, ensuring brand consistency.

IBM
Visual Designer (Contract)

Remote, New York, NY
11/2016 – 05/2017

- Created **B2B web experiences** for **IBM Cloud**, aligning user interfaces with business goals and user needs.
- Created pixel-perfect UI designs in Sketch following IBM's design system standards.

Imaginova
Lead Visual Designer

New York, NY
08/2006 – 10/2008

- Led visual redesigns for high-traffic media websites, including LiveScience.com and Space.com (over 10 million monthly visitors).
- Created wireframes, UX pattern libraries, and standardized design systems to ensure a consistent and scalable user experience.

EDUCATION

UX/UI Boot Camp Certification

08/2020 – 02/2021

Columbia University, New York, NY

B.A, Advertising

07/1998

Universidad Católica, Colombia S.A

SKILLS

Visual Design, Design Systems, Mobile UI, Web UI, WCAG Accessibility Compliance, Heuristic Evaluation, User Flows, Wireframing, Usability Testing, Information Architecture, Interaction Design, User Journey Mapping, Data Analysis, Stakeholder Interviews, Product Strategy.

Tools: Figma, Adobe Creative Cloud, Adobe XD, Sketch, Agile, Jira.

LANGUAGES: English (Fluent) | Spanish (Native/Bilingual)