

Cynthia Gonzalez

Product Designer | www.cynthiagonzalez.info | csoozee25@gmail.com

Product Designer with 5+ years of experience leading end-to-end design across healthcare and SaaS environments. Specializes in simplifying complex workflows, improving conversion and engagement, and translating user insights into high-impact digital experiences. Proven track record of delivering measurable business outcomes through UX strategy, research, and visual design in fast-paced, cross-functional environments.

EDUCATION

University of Illinois - Chicago

Chicago, IL

Certificates

UX Design (Google & LinkedIn) | Google Analytics | SQL Foundations

WORK EXPERIENCE

Lead Designer | Alan+Co (Running Point Marketing)

Oct 2025 – Present

Lead end-to-end product design across agency and client initiatives, driving measurable improvements in engagement, conversion, and usability.

- Established scalable UX research and testing practices, integrating usability testing into product workflows to inform iterative design decisions
- Defined and standardized UX processes across projects, improving team efficiency and ensuring consistency in research, design and delivery
- Led redesign of recover support platform, improving engagement by 34%, increasing site traffic by 10%, and reducing bounce rate by 5%
- Translated client goals into clear product strategies, aligning stakeholders around user needs, business priorities, and measurable outcomes
- Increased inbound calls by 15% by improving visibility and accessibility of high-intent contact pathways
- Designed and executed event experience and brand system for Freedom Fest, increasing digital engagement by 42% across web and social
- Conducted trust and clarity audit for financial newsletter platform, redesigning the experience to increase subscriber growth by 2x
- Developed UX writing and website copy to clarify value propositions, guide user flows, and improve conversions
- Partnered closely cross-functionally with stakeholders to translate business goals into scalable product experiences, balancing user needs with technical and business constraints

UX Designer | GoHealth

Oct 2020 – Apr 2024

Designed complex healthcare enrollment experiences across multi-step user journeys, improving usability, accessibility, and conversion

- Led redesign of Spanish-language lead experience, improving accessibility by 22% and reducing ineligible leads by 30%
- Increased blog-to-lead conversion by 15% by designing a persistent, low-friction lead capture experience embedded within content
- Improved lead form engagement by 22% and increased visibility by 3x's through strategic UX placement and simplified interactions
- Conducted user research testing with 40+ Medicare-eligible users, identifying key emotional and usability barriers impacting decision-making
- Designed and tested real-time support features, increasing form completions by 14% and agent connections by 22%
- Improved engagement with educational content by 35% and increased downstream conversion actions by 48%
- Partnered with product managers, engineers, and marketing teams in Agile sprints from discovery through delivery

SKILLS & TOOLS

Figma | FigJam | Adobe Creative Suite | Maze | UserTesting.com | Miro | Jira | Google Analytics | Beehiiv | End-to-End Product Design | UX Strategy | Interaction Design | Information Architecture | Design Systems | User Research | Journey Mapping | Affinity Mapping | Data Synthesis | Human-Centered Design | Accessibility (WCAG) | Cross-Functional Collaboration | Data-Driven Design | Agile Product Development | UX Writing