

Cynthia Gonzalez

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

Product Designer with 5+ years of experience leading end-to-end design across healthcare, healthcare adjacent 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 multiple concurrent client and internal initiatives in a fast-paced agency environment, 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 a nonprofit recovery support platform for individuals navigating addiction and recovery, designed for emotionally sensitive user needs and 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
- Conducted user interviews, synthesized qualitative findings, and translated insights into actionable design recommendations and product improvements
- Created production-ready UX flows, prototypes, and design specifications while collaborating closely with stakeholders through implementation
- 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%
- Conducted user research testing with 40+ Medicare-eligible users, identifying key emotional and usability barriers impacting decision-making
- Designed accessible, user-centered healthcare experiences grounded in research and informed by emotionally sensitive decision-making contexts
- Partnered closely with product managers, engineers, and cross-functional teams from discovery through delivery, balancing user needs with business and operational constraints
- Identified usability gaps, edge cases, and friction points across multi-step journeys to improve clarity and reduce cognitive load

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 | CSS & HTML | SQL