

# Roy Chavez

UI/UX Design Engineer

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## PROFESSIONAL SUMMARY

UI/UX Design Engineer with 15+ years bridging UX leadership and full-stack development. Skilled in user research, wireframes, interactive prototypes and usability testing, plus conversion analysis through A/B testing and heat maps for a consumer website. Former Web Design instructor versed in WCAG compliance and Figma design systems. Translates complex workflows into intuitive, accessible interfaces with close engineering collaboration.

## EXPERIENCE

### PG&E

Senior UI/UX Designer

Remote

April 2021 – June 2024

- Led user interviews and usability testing during real-world fire event exercises.
- Facilitated design workshops and user research sessions with field operations teams to validate prototypes and refine intelligent, contextual interfaces.
- Partnered with product and technical stakeholders to architect user-centric workflows using Material Design, ArcGIS Pro, and Palantir Ontology objects.
- Led design strategy for interactive data visualizations, integrating massive geospatial datasets into real-time observability dashboards for wildfire tracking.

### RumbleOn

UX Developer

Irving, TX

Nov 2017 – June 2018

- Established UX in Agile e-commerce delivery via heuristic evaluations, wireframes, and coded desktop and mobile prototypes. Defined UX strategy and a phased implementation roadmap.
- Established foundational UX strategy and Agile delivery processes, translating long-term product vision into clear, actionable, and incremental UX patterns.

### Check Into Cash

UX Designer & Developer

Cleveland, TN

2013 - 2016

- Designed and developed the consumer website and financial services application. Led user research, wireframes, design systems, and conversion analysis through A/B testing and heat maps.

### Hawkeye @ American Airlines

UI & UX Designer

Fort Worth, TX

2009 - 2010

- User research and empathy maps in an Agile team aligned with business and product owners. Sketched wireframes, produced interactive prototypes and hi-fidelity mockups for desktop and mobile.

### Earlier experience

- Digisoma (Product Designer & UI Engineer); Larsen & Toubro (L&T) (UX Lead & Technical Consultant); New Western Acquisitions (UX Developer); Creative Circle @ UPG/GameStop (UI/UX Designer); Texas State Technical College (Technical Instructor).

## LEADERSHIP & EDUCATION

Education: Associate of Applied Science, Texas State Technical College (1998-2000).