pilapildesign

good design for good reason

GARY PILAPIL

Creative Lead / Product Design

701 Alsace Lorraine, Ave.
Half Moon Bay, CA 94019
United States

garypilapil@gmail.com
916.601.4169

EXPERIENCE

Citrix Systems / Sr. Product Designer - Citrix Analytics / Design System / 04.2019 - Present

• Driving user experiences through visioning, team-building and cross-functional collaboration for 300+ customers serving 50k+ end users.

• Lead a holistic design system initiative with cross-functional / cross-geo teams for 50+ product designers and 100+ engineers.

• Worked with senior leadership to lead modernization and holistic design by adopting Citrix rebranding.

• Designed dashboards, facets and filtering, advanced search, and data visualization patterns that contributed to the centralized Citrix design system.

• Delivered a unified set of guidelines, patterns and specifications for all admin facing products.

• Worked with leadership to recruit, interview and hire 4 new product designers to double the analytics team in 6 months.

Wells Fargo / Lead Visual Designer - DXD Baseline and Governance / 10.2017 - 04.2019

• Reaching over 50+ million monthly end user visits, I implemented strategic vision, leadership, design, and socialized a new design system for 100+ UI/UX designers on both Wells Fargo Public and Authenticated Customer Platforms.

• Confidently and informatively vetted projects across executive, development and governance forums for design approval.

• Design, manage, delegate and coordinate project deliverables.

CloudMondo, Inc / Principal Visual Designer / 03.2016 - 10.2017

• Lead and created a design system initiative and visual language for consumer and admin applications which reached over 50+ customers and served over 100k+ end users.

• Worked closely with team of 5 UI/UX designers to provide art direction, feedback, interaction and micro-interaction ideas and concepts.

• Responsible for designing dashboards, workflows, UI patterns and components libraries. Discover, organize and record solutions to common design problems and use cases across the full set of consumer and admin products, covering Web, iOS and Android platforms.

• Worked closely with Dev and Engineer teams on proper execution of designs and interactions, while maintaining UX/UI design standards.

Citrix Systems / Lead Visual Product Designer / 01.2014 - 01.2016

• Creative lead for Citrix Workspace Cloud; next generation cloud delivery platform.

• Create, drive, manage and maintain visual language and UI standards and patterns.

• Responsible for cross-product integration within the cloud platform. Create UI Toolkit and documentation. Art Direct teams to ensure consistency.

• Mentor, motivate, direct and provide leadership for design team to ensure on-time delivery in an agile driven environment.

• Worked closely with Product Directors, Managers, Lead Developers and Architects to present all areas of design (3-in-a-box methodology); work flows, wireframes, visuals, assets, and design specs before implementation.

• Collaborate and contribute to organizational objectives directly affecting the user interface for all Citrix products.

Citrix Systems / Art Director-Manager, Product Designer / 04.2012 - 01.2014

• Creative lead for Cloud Networking & Desktop and Applications admin products for 200k+ businesses and serving over 100 million end users world wide.

• Leading a cross-geo team of 5 visual designers. Recruited, interviewed and hired 3 new designers to double the size of the team in 4 months.

• Creating and driving consistent UI/UX patterns and standards implemented across all core enterprise level products.

Citrix Systems / Sr. Product Designer / 04.2011 - 01.2012

• Work closely with Product Managers, Engineers, Web Developers and Usability Researchers to provide clear results to the usability and visual design of the companies core enterprise products; XenDesktop, XenApp and acquired product; VDI-in-a-box.

Pilapil Design / Design Consultant / 01.2006 - 04.2012

• Freelance consulting and design generation to support brand touch points including corporate identities, advertising, direct mail, trade show and events, web marketing, website and interactive.

BlueMango Creative Group / Creative Director, Co-Founder / 01.2006 - 04.2011

• Direct all aspects of the creative process including team management, research, writing proposals, budgets, creative direction, art direction, design and delivering client presentations.

• Responsible for account management, vendor coordination on multiple projects, business development, and hiring and interviewing freelance vendors.

• Art direct photo and video shoots and press checks.

Anderson Solone, Inc. / Art Director / 11.2002 - 01.2006

J4 Systems / Sr. Web Designer / 05.2001 - 11.2002

MentalShock Interactive / Lead Web Designer / 04.2000 - 05.2001

The Tech Museum of Innovation / Graphic Designer / 09.1999 - 04.2000

Anderson Solone, Inc. / 06.1997 - 09.1999

EDUCATION

San José State University, San José, CA
Bachelor of Science in Graphic Design / 1997

TOOLS

• Sketch, Figma, Adobe Creative Cloud, Invision, Miro

PORTFOLIO & REFERENCES

Available upon request.