

CATHERINE GONZALEZ VILLAMIZAR

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Design Leader

DESIGN

UI/UX
Design Systems
A/B Testing
Branding
Prototyping
Typography
WCAG 2.2
Web
Persona Journey
Animation

Staff visual and web designer with 11+ years building marketing web experiences for technology brands like Splunk, Snowflake, and Accruent. I care about typography, motion, and the small details that make a page feel finished. I have shipped launch moments on dates that could not move, including Splunk's Data-to-Everything campaign site that went up alongside a .conf keynote, and I ran the .conf conference web experience for four years, from pre-event through the live show and after. I write HTML and CSS and prototype in React, so I design knowing how the work gets built.

RELATED EXPERIENCES

Fuelist Digital – San Francisco, CA 02/25 – Present Director of Brand & Digital Experience

Own the visual language for B2B technology clients from first brief to shipped site, driving 45% organic traffic growth.

Prototype interactive campaign concepts with generative AI tools, testing motion and interaction before anything reaches engineering.

Cut launch timelines 40% with design-system workflows shared across strategists, developers, and marketers.

Snowflake – San Francisco, CA 01/24 – 05/24 Principal UI/UX Designer Consultant

Led visual design across Snowflake's public marketing properties and customer-education journeys, for an audience of engineers and data teams.

Redesigned the Blog with interactive layouts that guide readers toward the product.

Rebuilt the Web Design System in Figma, covering component libraries, prototyping workflows, and asset standards, and got it adopted across marketing.

Codlition Inc. – San Francisco, CA 10/23 – 01/24 Senior Managing Consultant, Web Design Systems

Formalized the marketing web design system across Figma, Storybook, and CMS, from components through to production patterns.

Partnered with the Web Production team on implementation so design intent survived into the live environment.

Raised component quality against accessibility and performance standards on customer-facing properties.

Accruent – San Francisco, CA 09/21 – 05/23 Sr. Manager, Brand and Digital Experiences

Introduced motion, experimentation, and data-driven storytelling across 3 web properties, lifting CTR 15.6% and traffic 18% year over year.

Directed full web redesigns around product positioning and customer education, growing audience engagement 16%.

Set craft standards for a team of 5 designers and held quality while cutting delivery times 25%.

Named Marketer of the Year 2022 for measurable impact on digital growth.

Splunk – San Francisco, CA 01/18 – 09/21 Sr Web UI Designer

Designed the "Data-to-Everything" campaign site, which went live alongside President Obama's .conf keynote.

Ran the .conf user conference web experience for four consecutive years, from pre-event through the live show and after.

Built the marketing web design system from the ground up and cut it from 194 components to 62, setting the visual standard across every web channel.

Created the interactive experiences and animation on it, driving a 7% trial-conversion lift, a 27% engagement increase, and a 66% mobile performance gain.

Awarded Living Our Values FY21 for cross-team leadership and system scalability.

DEVELOPMENT

CSS/HTML
V0.dev
React
WordPress
Webflow
Lottie

TOOLS

Adobe Suite
Figma
Framer
Hotjar
AEM
Drupal
Storybook

AWARDS

Marketer of the
Year 2022
Accruent
Living our Values
FY21
Splunk

LANGUAGES

English - Fluent
Spanish - Native

EDUCATION

The Art Institute of
California – San
Francisco 12/14
BS Graphic Design