

# Gregorio Gangala

**Visual & Product Designer focused on data-informed, accessible digital experiences.**

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## PROFESSIONAL EXPERIENCE

### Visual Designer at S&P Tool Aid via Eagle's Tools

November 2023 –

- Reimagined B2B email campaigns in Constant Contact to reduce buyer drop-off and improve scannability by simplifying layouts and consolidating redundant CTAs, boosting engagement and increasing sales by 60%.
- Produced short instructional video tutorials for new tools, reducing learning curves for mechanics and contributing to a 25% increase in training completion rates.
- Collaborated with product and marketing teams to align design with distributor needs, shaping visuals to emphasize key features and drive purchasing decisions.
- Conducted market research to understand user pain points and optimize product messaging across digital channels.
- Built a visual component library to ensure brand consistency and streamline future campaign execution across teams.
- Collaborated with logistics, marketing, and supply chain to create visual frameworks that standardized assembly and packaging, reducing errors by 30%.

### Digital & Administrative Specialist at Gangala Landscaping

April 2023 – June 2023

- Designed and launched a responsive Webflow site with interactive CMS, achieving Top 3 SEO ranking and boosting service bookings.
- Improved mobile user engagement by 30% with a fully responsive, mobile-first layout.
- Conducted user research and testing to refine prototypes, increasing satisfaction by 30%.

## UX & PRODUCT DESIGN PROJECTS

### Product Designer at [Gaggiuino](#)

January 2024 – February 2024

- Led UX redesign of a 3.5" embedded interface for a home espresso machine upgrade, adding a flow profiling feature and reworking user flows to reduce friction and improve shot customization.
- Reduced user effort by 25% through streamlined workflows and visual hierarchy improvements.
- Led usability testing with 18 users, increasing share feature comprehension by 78% via iconography and language updates.
- Created and tested 13 hi-fi wireframes; A/B testing revealed a 38% lift in interest for profile sharing.
- Conducted competitive research (Decent Espresso, Sanremo YOU) to inform feature design and avoid interface clutter.
- Documented design insights that guided product pivot to web application.

## CERTIFICATES

Google UX Design Certification

June 2024

## SKILLS

**Design & UX:** Wireframing · Prototyping · UI Design · UX Research · Accessibility · Usability Testing · Interaction Design · Design Systems · Visual Design · Competitive Analysis

**Tools & Tech:** Figma · Adobe XD · Photoshop · Illustrator · InDesign · Premiere Pro · HTML/CSS · Webflow · Email Marketing · A/B Testing

## EDUCATION

B.S. in International Business & Italian at Ramapo College of New Jersey

Mahwah, NJ