

T.J. GOMEZ-VIDAL

Product Designer based in Los Angeles with a background in visual design and 4+ years of experience in immersive entertainment, live broadcasting, and the fintech industry. I specialize in simplifying complex workflows into intuitive products.

Experience

Sr. Product Designer, Cosm - (B2B, B2C, 0>1)

November 2023 - November 2025 / Los Angeles, CA

- Led the end-to-end product design and strategy for 'CX Pro', a 0→1 product deployed across Cosm's immersive venue experiences, which led to an external B2B launch and opened up a new revenue stream projected to generate \$X→XX million in revenue over the next 5 years.
- Created and managed a design system leveraging the latest-generation Figma features, and worked with engineering to maintain component consistency across design and developer libraries. This library evolved into the baseline design system for all Cosm B2B offerings.
- Deployed a variety of user research methodologies, including user interviews, journey maps, and persona boards to guide product strategy and drive stakeholder alignment.

Product Designer, Eventus - (B2B, SaaS)

September 2021 - July 2023 / Austin, TX (Remote)

- Led end-to-end feature design in an agile environment, translating complex financial data into intuitive interfaces while partnering with cross-functional teams to clarify requirements, align on solutions, and ensure smooth developer hand-offs.
- Analyzed usage data to identify improvement areas, iterated designs through usability testing (interviews, A/B tests, task analysis), and secured leadership buy-in by visualizing data.

UX Designer, ICONIC Protein, Freelance

May 2019 - September 2021 / Los Angeles, CA

- Produced brand assets, motion graphics, and social media content for clients including ICONIC Protein and 2to3.
- Provided freelance UX / visual design support for web and mobile products, delivering user flows, high-fidelity wireframes, prototypes, and heuristic evaluations.

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Skills

Product Strategy
Design Thinking
UI / Visual Design
Interactive Prototyping
Journey Mapping Persona
Empathy Mapping
Development User Interviews
Information Architecture
Wireframing

Programs

Figma
Sketch
Principle for Mac
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe InDesign

Education

University of California,
Los Angeles, BA Philosophy

General Assembly
UX/DI Certification