

# MARCOS LIRA GOMEZ

## Design & UX Leadership — Product Design, Team Growth & Design Strategy

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### SUMMARY

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UX Design Lead with 10+ years in UX and product design, 7+ at AT&T, building and leading design for high-stakes, regulated consumer products — billing, payments, device protection, privacy, and account management used by millions of customers. Manages, mentors, and grows a multi-level design team (Junior through Lead) and partners directly with Product and Business leadership to turn ambiguous requirements into shipped, research-validated experiences. Led UX for SplitPay, AT&T's industry-first bill-splitting experience. Formally trained in people leadership (coaching, delivering feedback) and currently extending that into AI-assisted design practice (multiple certifications, 2025–2026).

### CORE SKILLS

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Design Leadership & Mentoring · Hiring & Team Growth · UX Strategy & Roadmapping · Design Systems · Cross-Functional Partnership (Product, Business, Engineering)

User Research (moderated & unmoderated studies, usability & desirability testing, card sorting) · Experimentation & A/B Testing · Information Architecture · Micro-Interactions & Prototyping · Agile / SAFe

Figma · Lovely · Adobe · Microsoft Copilot · Atlassian Jira · Claude · AI-Assisted Design Workflows

### EXPERIENCE

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#### User Experience Lead — Small Businesses / Consumer Self-Support | AT&T

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*Jan 2026 – Present · Atlanta, GA*

- Lead UX strategy for Self-Support, Account Management, and Order Management experiences across Small Business and Consumer segments.
- Drive AI-powered self-service solutions in partnership with Product, Engineering, and CX teams to improve customer engagement and self-service success.
- Mentor designers and set UX best practices across multiple product teams, translating complex business challenges into measurable customer outcomes.

#### User Experience Lead — Run the Business | AT&T

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*Apr 2025 – Feb 2026 · Atlanta, GA*

- UX Lead for the Run the Business (RTB) team spanning Sales, Web Services, and Support.
- Led UX for the Device Protection Open Enrollment redesign across Consumer and Small Business, directing the Small Business designer: **+136% enrollments vs. plan, +62% year over year, and +520 bps conversion**; the MVP1 fallout fixed 1.7× its business case.
- Led UX for Billing Center, the highest-traffic account page (**1M+ weekly visits**): shipped the GenAI Bill Variance explanation from a 20% throttle to **100% rollout** and a guided First Bill Explanation targeting **10K+ fewer calls/year**.
- Led rollout of a new digital intake process and new ways-of-working models, including business-case prioritization and deployment-benefit tracking.
- Refined KPIs and reporting against team goals and Digital P&L; improved CSAT on existing applications through targeted UX fixes and back-end optimization.

#### User Experience Lead — Account & Order Management | AT&T

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*Oct 2022 – May 2025 · Atlanta, GA*

- Led a multi-level design team (Junior through Lead) across Account & Order Management web experiences, setting UX strategy in direct partnership with Product and Business leadership.
- Mentored and coached designers on design standards, Agile/SAFe practice, and UX craft, informed by completed leadership training in coaching and in delivering difficult feedback to senior colleagues.
- Led the SplitPay initiative end-to-end with a team of 2 designers: partnered with the CX team on moderated customer interviews to validate the concept, scoped MVP1 by reusing the existing FastPay payment flow to reduce development cost and time, and shipped on a throttled rollout after roughly six months of iteration. Results: **100K+ accounts enrolled, 2× payer completion**, and two-line enrollment completion from **33% to 74%** after an A/B-tested step removal.

- Designed the shared payment-method component used across **6+ payment flows** (FastPay, AutoPay, SplitPay, installments, TXT-2-PAY), leading 1 designer; research uncovered ~35% silent failures at method selection, which reshaped the commit step.

## Sr. UX/UI Designer | AT&T

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Mar 2019 – Oct 2022 · Atlanta, GA

- Led UX for Billing & Payments on Wireless Broadband; received an AT&T Connection Award for innovation on this work.
- Designed an email-template redesign for the Recommendations/Predictive Care team and validated it with a 10-participant unmoderated usability study: Design A's layout was preferred by 9 of 10 participants and its color approach by 8 of 10, directly informing the final design direction.
- Designed a multimodal (voice + visual) prototype on Amazon Alexa/Fire TV for bill review, payment method changes, and balance payoff, plus additional Alexa/Tilt concepts for HR time-off scheduling and recruiter job-posting workflows.
- Designed the CCPA ("Manage Your Data") privacy mini-site and maintained consistency with AT&T's design system across managed experiences.
- Mentored Junior and Mid-level designers and ran daily Scaled Agile (SAFe) ceremonies across multiple cross-functional teams.

## User Experience & Interaction Specialist | NAW Furniture

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Nov 2015 – Feb 2019 · Miami/Fort Lauderdale, FL

- Led UX and CX for sales and digital showrooms; led a team of up to 6 (3 designers, 1 developer, 2 marketing associates) under Agile.
- Directed the company website redesign end-to-end — sitemap, wireframes, user flows, personas, and a complete design system/UI kit — grounded in user research and feature prioritization.

## UX/UI Design Teaching Assistant | Ironhack

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May 2018 – Jun 2018 · Miami/Fort Lauderdale, FL

- Trained 38 incoming students in prototyping tools (Sketch, Axure, Adobe XD, InVision) and UX research/ideation methods — competitive analysis, stakeholder interviews, card sorting, A/B and usability testing, and design thinking.

## CERTIFICATIONS

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|--------------------------------------------------------------------------------|------------------------------------------------------------------------|
| • Coaching Skills for Leaders and Managers (LinkedIn Learning, 2022)           | • Using AI in the UX Design Process (LinkedIn Learning, 2025)          |
| • How to Give Negative Feedback to Senior Colleagues (LinkedIn Learning, 2022) | • Prompt Engineering: How to Talk to the AIs (LinkedIn Learning, 2026) |
| • UX for Voice: Planning and Implementation (LinkedIn Learning, 2022)          | • Becoming an AI-First Product Leader (LinkedIn Learning, 2026)        |

## HONORS & AWARDS

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- AT&T Connection Award — Serve Customer First for Transformative Problem Solver & Cost Efficiency Champion (2026)
- AT&T Connection Award — Serve Customer First for SplitPay (2025)
- AT&T Connection Award — Serve Customer First for Open Enrollment (2025)
- ATS Optimum Team Award — Gold, for SplitPay
- AT&T Connection Award — Win as One for 2024 CTX Contributions (2024)
- AT&T Connection Award — Win as One for Billing Improvements (2024)
- AT&T Connection Award — Win as One for Modernizing all the Payment related pages in Account Management (2023)
- AT&T Connection Award — Innovation on UX for Wireless Broadband (2022)
- UX+DEV Summit Smash, 1st Place (2018)
- Uber-Ironhack Full Scholarship, UX/UI Design Bootcamp — top 5% of 2,500 applicants (2018)

## EDUCATION & LANGUAGES

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- Ironhack — UX/UI Design, Product Design (2018)
- Spanish (Native) · English (Bilingual proficiency)