

Deneva Goins

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PROFESSIONAL SUMMARY

Staff-level UX designer and consultant with 20+ years of experience shaping enterprise and consumer products across security, lifecycle management, education, and immersive technologies. Currently leading projects through XYZ Design & Media, providing design strategy, product evaluation, and creative services that bridge technology and artistry. Skilled at simplifying complexity, mentoring teams, and delivering intuitive, human-centered solutions that scale.

CORE SKILLS

- UX Research (qualitative & quantitative: interviews, surveys, analytics, usability testing)
- Enterprise UX (SaaS, cybersecurity, compliance, lifecycle management)
- Design Strategy & Systems Thinking
- Wireframes, Journeys, Personas, Flows, Prototypes
- AI Product Design & Generative AI Tools
- Cross-functional Collaboration (Product, Engineering, Business)
- Tools: Figma, Adobe Creative Suite, ProTools, Ableton Live

EXPERIENCE (Selected)

Principal UX Consultant - XYZ Design & Media

Apr 2024 – Present | Mountain View, CA

- Provide UX consulting, design strategy, and product evaluation for enterprise and creative SaaS clients.
- Deliver research, wireframes, and recommendations that improve usability and adoption, while expanding into media production that bridges design and artistry.

Staff UX Designer - VMware (Broadcom)

Oct 2018 – Mar 2024 | Palo Alto, CA

- Defined UX for SaaS-based lifecycle management, security, and compliance across multiple vSphere products.
- Partnered with global engineering and product teams to create a unified design strategy, deliver workflows and design systems reducing complexity for enterprise users.
- Mentored junior and mid level designers; facilitated knowledge-sharing across a global UX team.

Staff UX Lead - HP Inc. (Immersive Computing)

Mar 2017 – Oct 2018 | Palo Alto, CA

- Researched and designed AR/VR “virtual office of the future,” including immersive collaboration concepts and 3D scanning prototypes.

- Connected user research to strategic business opportunities, influencing product roadmaps across teams.

Staff UX Lead - Intel

Nov 2014 – Dec 2016, Santa Clara, CA

- Led UX for SaaS-based K–12 education software across iOS, Android, Windows, and web, shaping product strategy to balance business, educational, and user needs.
- Conducted classroom research and analytics to design widely adopted tools that increased teacher and student engagement.

UX Lead - Shutterfly INC

Nov 2012 – Jun 2014, San Jose, CA

- Delivered wireframes, concepts, and prototypes that streamlined consumer facing product customization workflows across mobile iOS, mobile web, tablet and desktop
- Partnered with product, engineering, and visual design to ship customer-centric features, A/B test and increasing ease-of-use and conversion.

UX Designer - Western Digital

June - Oct 2012 | Mountain View, CA

- Improved onboarding, setup, and media streaming for **myCloud** across iOS, Android, desktop, and TV, ensuring seamless cross-platform usability.
- Improved product usability and consistency across device types.

CERTIFICATIONS

Designing and Building AI Products and Services, MIT - July 2025

Reimagining the Customer Experience with Generative AI, Skillsoft - April 2025

Reimagining the Sales Process with Generative AI, Skillsoft - April 2025

EDUCATION

Master of Fine Arts (MFA), Utrecht School of the Arts, Netherlands

Bachelor of Arts in Interactive Multimedia, Bowling Green State University, OHIO, USA

TALKS & RECOGNITION (Selected)

- Bringing the Value of Cloud to On-Premises Data Centers — VMware Design, Paper (2023)
- Ethics, Diversity & Inclusion in UX Design — Univ. of Connecticut (2021)
- From Fine Art to UX Strategy & Design — Bowling Green State Univ., Ohio (2017)
- Personable Machines — IXDA, Dublin, Ireland (2009)
- Using Storytelling in Client Communication — IXDA, New York (2008)