



CONTACT

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UX SKILLS

User Research & Interviews
Wireframing & Prototyping
Usability Testing
Information Architecture
Onboarding & Retention Flows
Shop / HUD / UI Systems

TOOLS

Figma · Unity · Blender / Maya
Adobe CC · ComfyUI · Codex

GAME FEEL

The judgment behind
experiential quality —
sharpened across 50M+
download titles.

EDUCATION

M.A. UX/UI Design
Trazos Academy, 2020
Thesis: Book of Sounds

Master's in Game Development & 3D Animation
Trazos Academy, 2014–2016

LANGUAGES

Spanish — Native
English — Advanced

RAYCO GONZÁLEZ

Product & UX Designer

*From player-facing UX in mobile games to product design —
bringing research rigor and a decade of shipped work.*

PROFILE

UX/Product Designer with a Master's in UX/UI and ten years designing player-facing experiences for mobile games played by 50M+ users worldwide. Full UX toolkit — research, prototyping, usability testing — proven end-to-end on Book of Sounds, a published app built as a Master's thesis. Now bringing that rigor, plus a sharp eye for game feel, to product design outside games.

FEATURED CASE STUDY

BS **Book of Sounds**
UX Designer & Researcher — Master's Thesis · Published App · 2021

A published children's app that helps kids discover and identify everyday sounds through playful, audio-first interactions.

- Conducted user research and interviews with 3 parents and children to define core interaction needs.
- Ran usability testing across prototypes to validate the sound-discovery flow; shipped as a published, live app.
- Reached 10,000+ downloads and 800+ active users within the first months of launch.

GAME PROJECTS

PC **Pocoyo — UX & Technical Art**
Pocoyo, 2016–2025 · Shipped: Mobile, Nintendo Switch, PlayStation

- Designed UI/UX across shop, HUD, onboarding and retention flows for a preschool, pre-literacy, icon-first audience.

PP **PawPal — UX & Technical Art**
Personal / Independent Project · Shipped mobile title

- Owned onboarding, shop and progression screens end-to-end, iterating on flow with player behavior data.

INDEPENDENT PROJECTS

TR **Trampolín — Founder & Product Designer**
2026–Present · trampolin-psi.vercel.app

Independent AI-powered product helping Spanish citizens navigate Social Security procedures. Designed the search UX, content architecture and AI-guided flows end-to-end.