

Luis Puesan

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Education

Master of Fine Arts, Design and Visual Communication, New York Institute of Technology, US, 1998

Bachelor of Architecture Technology, Construction Management, New York Institute of Technology, US, 1993

Languages

English - Fluent

Spanish - Fluent

Publications

The Hundred Hour War: Honduras Versus El Salvador, 2005

Historia de la Aviación Militar Dominicana, 2021

La Aviación Militar Dominicana en la Era de Trujillo, 2013

Profile

I am a visionary, forward-thinking UX Designer with over 22 years of working with high-profile companies in various industries such as aerospace, military, healthcare, finance, retail, hospitality, and entertainment. Maintains user-centric designs with an effective usability process and always seeks creative challenges to deliver out-of-the-box innovative concepts and support human interactions. In addition, I participated as a team member of several awarded websites and mobile apps in their respective industries.

Key skills

User Experience Design, UX Design Process, Conducting UX Research, Human Centered Design, Enterprise Design Thinking, Visual Interface Design, Mobile Apps Interface Design, Interface Design, Art Direction, A/B Testing and Prototyping, Video Editing, SEO Implementation, Bilingual Marketing Content Creator and Translation, Content Management System designer, Front-end User Interface (HTML, CSS, and Java scripting), MySQL database, Story Board, Adobe ColdFusion Programming, Animation

Key courses and training

Enterprise Design Thinking Practitioner (issued by IBM), Accessibility Advocate (IBM), IBM Salesforce Essentials, Enterprise Design Thinking Co-Creator (IBM), Learn Figma -UI/UX Design Essential Training (IBM)

Work experience

Senior UX Designer

IBM, United States | Jan 2022 - Present

UX designer responsible for conceptual ideas to redefine and anticipate customers' needs, focusing on user-centered-design methodologies, user behaviors, and research studies for Salesforce sites. Lead research, prototyping, usability testing, competitor analysis, customer journeys, personas development, and UX design concepts using user-centered design methodologies, collaborating closely with business, marketing, and development teams.

User Experience Architect

Guidewell Connect/Florida Blue, United States | Mar 2016 - Jan 2022

I was a lead UX designer / Experience Architect responsible for conceptual ideas to redefine and anticipate customers' needs, focusing on user-centered-design methodologies, user behaviors, and research studies. I was also responsible for concepts, design direction, and usability studies for the Florida Blue mobile app, which won the best-designed healthcare mobile app in 2017 and had 200,000 users in the first four months after launch. In addition, I created concepts and idealizations for a more efficient online payment process, increasing by 300% digital payment and 119% email verification.

Web Media Consultant

PixelBlink Studios · Self-employed, United States | Dec 2005 - Oct 2016

PixelBlink Studios was my consulting company. I help medium and small-size companies get a competitive Internet presence. I also created visual designs and concepts for mobile apps and websites for multiple companies under short-term contracts; some of these projects were for Fortune 500 companies such as Walmart, Lockheed Martin, and Ritz Carlton-Marriott resorts, among others. I implemented A/B testing to evaluate different marketing campaigns helping increase projection goals of over \$11 million in revenue for HotelCorp. I learned how to work with a tight budget to satisfy my clients.

Senior Web Editor

ASRC Aerospace Corporation, United States | Aug 2004 - Dec 2005

I was responsible for creating design concepts for several web-based projects related to NASA and the Kennedy Space Center, including front-end development and Adobe ColdFusion programming with database support. As a secondary responsibility, I maintained and supported the content displayed on the Kennedy Space Center intranet. My significant achievement was creating and implementing concepts used to create a \$600 million initiative between NASA and ASRC Aerospace to sell high-tech services under the University-Affiliated Spaceport Technology Development. And I contributed to the presentation analysis of the Space Shuttle's Return to Flight program.

Web Designer - Contractor

Various companies - Contractor, United States | Jan 2002 - Aug 2004

Worked as a contractor for several companies creating web designs, doing ColdFusion programming, and consulting work for web media marketing in Spanish and English. Worked on projects for Home Depot, Marriot Resorts, Sheraton Resorts (Starwood Corporation), Lockheed Martin, Walmart and Sam's Club,

Lead User Interface Designer

BeyondBond Inc, United States | Aug 2000 - Dec 2001

I was the Lead User Interface Designer for several financial applications created for Nomura Security of Japan. Developed usability studies and design concepts for a multimillion-dollar web-based financial web-based application. Recommended design procedures and interface recommendations for programmers to create a better experience for the brokers that used our software products.

Graphic Designer

Sunterra Resorts, United States | Mar 1998 - Aug 2000

I created web design and UI development for all web-related websites and administrated the Members Portal of Sunterra Resort, offering 138 resorts worldwide. In addition, I made marketing campaigns in English and Spanish to help the Sale team and their affiliates reach the monthly goals. For example, I introduced Macromedia Flash to create a sale pitch for timeshare in English and Spanish.