

Luis Puesan

_SR. UX DESIGNER

Portfolio: [Puesan.com](https://puesan.com) | 1+ 407-973-7585 | luispuesan@gmail.com

Digital designer with over 20 years of experience. Advocate for Human-Centered Design and Design Thinking methodologies and particularly interested in accessibility. Bilingual.

WORK EXPERIENCE

The last four relevant work experience

Senior UX Designer

IBM – January 2022 to present

- Conceptual ideas to create designs and user experiences for Salesforce apps.
- Communicate and implement technical strategies with cross-functional teams,
- Developing prototyping, customer journeys, personas, and user behaviors,
- Design digital experiences across different platforms related to B2B and B2C

UX Architect

Guidewell Connect/Florida Blue – March 2016 to January 2022

- Lead UX Architect responsible for conceptual ideas for products and services
- Responsible for designing and conceptual visualization of mobile Apps.
- Develops creative concepts, prototyping, user scenarios, journey map, and sitemaps for multiple healthcare initiative while collaborating with marketing, developing, and supporting teams.
- Conducted research and usability studies

Web Media Consultant

Pixel Blink Studios – December 2005 to October 2016

- Manager of my design studios and company
- Worked as a contractor for various Fortune 500 companies creating digital solutions and concepts. Prototyping and product development process.
- Implementation of A/B testing marketing campaigns to help clients to position their products and services better.
- Created brand identity and web-related marketing campaigns.

Senior Web Editor/Designer

ASRC Aerospace – August 2004 to December 2005

- Lead designer responsible for creating design concepts for several web-based projects related to NASA and the Kennedy Space Center.
- Supervised end-to-end project completions and front-end/back-end web development.
- Designing interactive presentations related to several NASA projects.

Experience From 1998 to 2004

_Web Designer (contractor): Various companies – January 2002 to December 2004

_Lead Interface Designer: Beyond Bond – August 2000 to December 2001

_Web/Graphic Designer: Sunterra Resorts – March 1998 to August 2000

_City Planner: NYC Dept. Transportation – 1986 to December 1998

EDUCATION

Master of Fine Arts

Design and Visual Communication
New York Institute of Technology, 1998

Bachelor of Architecture Technology

Construction Management
New York Institute of Technology, 1993

KEY SKILLS

User Experience Design
Interaction Design
User Interface Design
Prototyping & Wireframing
UX Research
Human-Centered Design
Enterprise Design Thinking
Visual Interface Design
User Testing
Mobile Apps Interface Design
Web design
Interactive Design
Art Direction
Video Editing
Bilingual Marketing Content Creator
Accessibility
Content Management System Designer
Front-end User Interface
HTML, CSS, and Java scripting
Story Board and Personas
Adobe ColdFusion Programming
Animation

ADDITIONAL TRAINING

Salesforce Certified Associate

Salesforce, issued Nov.2022

Accessibility Advocate

IBM, issued March 2022

Enterprise Design Thinking

IBM, issued Feb. 2022

Agile Process and Principles

IBM, issued Sep 2022