

Luis Puesán

PUESAN.COM • luispuesan@gmail.com • 407.973.7585

SENIOR/LEAD UX DESIGNER-ARCHITECT

SUMMARY

Visionary, forward-thinking UX/UI Designer with over 22 years working with high profile companies including Florida Blue, Lockheed Martin, Nomura Security, Starwood Resorts, Walmart, NASA, Ritz Carton-Marriott Resorts, Starwood Resorts, and the Home Depot. Lead designer with effective usability design process. Always seeking creative challenges to deliver out-of-the-box innovative concepts.

SPECIALTIES AND SKILLS

UX/UI Design, A/B Testing and Analysis, Mobile Apps UX Design, Usability Testing, User Centered Design process, Personas Creation, Innovation & Implementation, Wireframes & Prototyping, Team collaboration, Project Management, Mentoring & Coaching, Art Direction, MYSQL, Font-End Development, Content Strategy Placement, Bilingual Marketing, CMS, ColdFusion Programming.

EXPERIENCE

UX Architect – Guidewell Connect (GWC - a Guidewell company)/ | Mar.2016 – PRESENT

- Lead UX design thinking and conceptual ideas that redefine and anticipate customers' need using user-centered-design methodologies, user behaviors, and research studies.
- Deliver innovative concepts and digital solutions for diverse web and mobile applications.
- Responsible for concepts, direction, and usability studies for the Florida Blue Members mobile app used by more than 200K users just in the first 4 months, which won the best designed healthcare mobile app in 2017.
- Developed concepts and idealization for a payment app which increase 119% email verification, reducing phone calls and increasing 300% digital payment
- Develop wireframes, conduct design discussions providing rationale on design decisions, and create prototypes using user-centered-design methodologies, user behaviors, and research studies.
- Collaborated with business and development teams to understand and work within constraints of existing systems and support all critical business, marketing, and customer goals.

Web Media Consultant (self-employed) – PixelBlink Studios | Dec.2005 – Oct.2016

- As a contractor, successfully designed high impact responsive websites and mobile apps, including several short terms projects for Fortune 500 companies
- Developed content, A/B testing, branding usability studies, and business strategies for several companies under contract.
- Created wireframes, screen flows, mockups, A/B HTML prototyping sites, and usability studies to develop a new booking (reservation) engine, which increased projection goals over \$11 million in revenue (HotelCorp.com), including successful bilingual marketing campaigns.
- Managed client accounts and marketing services for PixelBlink Studios

- Collaborated with key stakeholders/business owners to conceptualize new applications and improve existing solutions, including effective implementation of a CMS to help several PixelBlink clients achieve 75% of their vacation homes rentals revenues

Sr. Web Editor– ASRC Aerospace (Kennedy Space Center) | Aug.2004 – Dec.2005

- Developed web design strategies and concepts for a \$600 million contract University-Affiliated Spaceport Technology Development a program created to sell NASA’s Technologies
- Collaborated with budget analysis presentations for the Space Shuttle’s Return to Flight programs, including updating the Kennedy Space Center Intranet content
- Prototype, brainstorm and create interfaces for multiples NASA’s web applications
- Developing back-end development using ColdFusion, front-end development, and MySQL support

Working Experience Highlights from 1998 to 2004

- Team member of the award winner site (2004) Vacation Ownership of the Starwood Resorts
- As a Lead Designer for BeyondBond (2000-2001), created usability studies and design concepts for a multimillion-dollar web based financial app owned by Nomura Security.
- Part of the Lockheed Martin’s Army Experiment 5 design team with a lead design role to create website of that project which won an award for best design in 1998
- Working as a web designer for Sunterra Resort (1998-2000), introduced new web interactive technology to increase timeshare sales and managed member site with oversaw worldwide members activities
- Web Content Maintenance of the New York City Department of Transportation web site (1998)

EDUCATION

- MBA – Communication Arts, emphasis in visual/Interactive design. New York Institute of Technology, graduated with honors (1997)
- BS – Architecture Technology. New York Institute of Technology (1993)

ACHIEVEMENTS

- Published and authored two books about the Dominican Air Force history (2012, 2013)
- Founded the Dominican Chambers of Commerce of Central Florida (2007)
- Illustration published by Air Enthusiast Magazine (July 2005)
- Contributed with ideas and 3D animation for the Chase’s New York City Children Art Festival TV commercial and the 50th Anniversary of the State of Israel (Dec. 1997)

TOOLS, SOFTWARE AND OTHER SKILLS:

Adobe Creative Suite, Adobe XD, Invision, HTML5, CSS3, Javascript, JQuery, Bootstrap, Foundation, WordPress, Adobe ColdFusion, MYSQL, SQL, MS Access, PHP (limited knowledge), PowerPoint presentations, 3D Studio Max, Video Editing for Mobile and Web, Print Media, SEO Implementation, Web Standard Solutions