

Luis Puesán **_SR. UX Designer**

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

LinkedIn: linkedin.com/in/luis-puesan/

Advocate for Human-Centered Design and Design Thinking, with interest in accessibility. Bilingual. Skilled in prototyping, activity journeys, personas, and user behaviors.

WORK EXPERIENCE _

Senior UX Designer.

IBM. January 2022 to March 2023

- Create conceptual ideas and user experience for Salesforce projects using user-centered design principles
- Communicate and implement user experience strategies with cross-functional teams, ensuring that design decisions are aligned with project goals and that projects are completed within the set timeline.

UX Architect.

Guidewell Connect/Florida Blue. March 2015 to January 2022

- Led UX architecture for products and services to improve user experience
- Designed concepts and idealization of Florida Blue Mobile App, 2017 best-mobile app of the Health Industry
- Created functional concepts for online payment, increasing digital payment by 300% and 119% email verification within 1-month of implementation
- Mentoring junior designers

Design Consultant.

Pixel Blink Studios. December 2001 to October 2015

- Managed of my own design consulting company
- Created visual designs, brand identities, and concepts for various media.
- Designed an effective vacation booking system that increased by over \$11 million in revenue for Hotels Corp.

Senior Web Editor/Designer.

ASRC Aerospace. August 2004 to December 2005

- Led designs for NASA web-related projects and supervised end-to-end project completions related to the Intranet of the Kennedy Space Center.
- Designed concepts for a \$600 million initiative to help universities collaborate and sell technology achievements through NASA.

Lead Interface Designer.

BeyondBond Inc. August 2000 to December 2001

- Led UI designs for financial applications created for Nomura of Japan, including an \$30 million web-based financial site
- Conducted usability studies and made recommendations to improve product usability and functionalities.

_ I HAD DESIGNED PROJECTS FOR THESE COMPANIES:

IBM. Florida Blue. Starwood Hotels. Marriott Hotels. Westgate Resorts. The Ritz-Carlton. Nomura Security. Walmart. Sam's Club. The Home Depot. The Grammys. Lockheed Martin. ACRC Aerospace. NASA. Newman's Own. US Army. New York City DOT

SKILL _

- **User Experience Design**
 - Information Architecture
 - User Research
 - Wireframes
 - Prototyping
 - Visual Communication
 - Testing and Iteration
 - Strategy Content
- **User Interface Design**
 - Branding development
 - User guides
 - UI prototyping
 - Interaction Design
 - Visual Design
- **Mobile Interface Design**
- **Interactive Design**
- **Accessibility**
- **Art Direction**
- **Web design**
 - Front-end development
- **HTML, CSS, JavaScript coding**
- **ColdFusion Programming**
- **MySQL database**
- **Video Editing**

TOOLS _

ADOBE CREATIVE SUITE, FIGMA, ADOBE XD, INVISION, SKETCH, JIRA, Proto.io, Axure, Salesforce, Mural

EDUCATION _

Master of Fine Arts

Design and Visual Communication
New York Institute of Technology

CERTIFICATIONS & TRAINING _

- Accessibility
- Agile Process
- Enterprise Design Thinking for AI
- Enterprise Design Thinking
- Salesforce Administrator

PROTOTYPE SAMPLES _

<http://cuts2.com/dFrYb>

<http://cuts2.com/SUQgR>