

Luis Puesan

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Seasoned UX/Product designer with over 15+ years of digital design experience and 7+ years in leadership roles. I specialize in design systems, interaction design, user-centric SaaS applications & mobile native apps. My passion is creating intuitive user experiences leveraging user accessibility, data visualization, and information architecture.

UX Design Consultant

StartNX

03/2023 - Present

- **Fortune 500-Levelled UX/UI Expertise:** Leveraging Fortune 500 UX/UI expertise, STARNX provides premier consulting to drive digital innovation and create engaging goal-aligned user experiences.
- **Strategic Consulting for Digital Innovation:** Offering specialized consulting to fuel digital transformation with user-centered design, creating compelling experiences that boost engagement and drive success.
- **Pioneering Native Mobile App Concepts for Startups:** Developing innovative native mobile app concepts for startups, blending creativity and technical expertise to surpass market demands and user expectations.

Senior UX Product Designer

IBM

01/2022 - 03/2023

- **Innovative Leadership in UX/UI Design:** Spearheaded transformative UX/UI design strategies for B2B and B2C Salesforce applications using design thinking methodologies, significantly enhancing user engagement and achieving notable business growth.
- **Collaboration and High-Impact Solutions:** Led cross-functional teams in creating compelling Salesforce Experience Cloud mockups with tools like Figma, Adobe XD, and InVision, aligning design solutions with business objectives.
- **Expertise in Design Systems and User-Centric Development:** Championed developing and implementing comprehensive Salesforce's Design System, leveraging SaaS/PaaS tools to improve usability and accessibility while conducting solid user prototyping to support continuous innovation and elevate customer experiences.

UX Architect / Product Designer

Guidewell (Florida Blue)

03/2015 - 01/2022

- **Award-Winning Design Leadership:** Spearheaded the design of the Florida Blue Native Mobile App, employing a customized design system that not only won awards but also significantly raised digital engagement and user satisfaction, demonstrating exceptional innovation in healthcare digital tools.
- **Strategic UX/UI Innovation and Scalability:** Developed scalable design systems based on customer feedback and usability testing, enhancing UI/UX consistency across platforms and addressing complex challenges in the healthcare sector with iterative, experimental, and data-driven solutions, leading to unified and improved customer experience.
- **Substantial Business Impact Through Design:** Pioneered design strategies that resulted in a 300% increase in digital payments and a 119% rise in email verifications for Florida Blue's member site through applying UX design thinking methodologies and focusing on functionality and customer engagement.

Design Consultant

PixelBlink

12/2005 - 10/2016

- **Leadership and Growth Expertise:** Successfully managed and expanded a design studio, leading an offshore team and individually working on design contracts with industry giants such as Marriott Resorts, Sheraton, Lockheed Martin, and Walmart.
- **Innovative Design Solutions:** Spearheaded the development of strategic partnerships to provide cutting-edge design solutions, enhancing user interfaces and system integrations and driving significant improvements in user engagement and brand experience.
- **User-Centric Digital Innovation:** Crafted interactive digital prototypes for the vacation rental, hostel, and retail sectors, employing advanced design techniques and user-centric approaches to revolutionize customer experience through mobile apps and interactive kiosks.

ASRC Aerospace

Senior Web Editor / Designer

08/2004 - 12/2005

- **Innovative Web Project Leadership:** Innovative Web Project Leadership: Directed cutting-edge web project designs for NASA, including an interactive Space Shuttle Return to Space program presentation, significantly enhancing collaboration initiatives and stakeholder engagement through innovative web solutions.
- **Strategic Collaboration and Internal Communication Enhancement:** Led the enhancement of Kennedy Space Center's intranet and supported the \$600M NASA University-Affiliated Spaceport Program, fostering tech transfers and industry-university collaboration with effective stakeholder feedback management.
- **Pioneering Visual Data Analysis and User Experience Optimization:** Played a crucial role in visual data analysis for NASA's Space Shuttle Return to Flight, leading teams to enhance user experience, retention, and CRM systems and unifying online strategies to support engineering projects effectively.

Skills

Design Fundamentals

- User Experience Design
- Interaction Design
- User Interface Design

Research & Strategy

- User Research & Testing
- Strategic Design Thinking
- Human-Centered Design

Design Execution

- Wireframing & Prototyping
- Design Systems
- Cloud-based UX Integration
- Rapid prototyping

Technical Skills

- Front-End Development
- ColdFusion / MySQL
- HTML, CSS, JavaScript

Specialized Design Skills

- Mobile App Design
- Web Responsive Design
- E-Commerce Interface Design
- SaaS Design
- End-to-End Process

Compliance & Accessibility

- Accessibility Compliance
- WCAG Best Practice

Management & Collaboration

- Team & Project Managing
- Agile Methodology Process
- Mentoring junior designers worldwide

Creative Direction

- Art Direction

Tools & Technologies

- **Figma, Adobe XD, Sketch:** Tools for UI/UX design, wireframing, prototyping, and collaboration.
- **Adobe Creative Suite:** using this design tool since its release late 2003, and photoshop since 1998
- **InVision, Proto.io:** Platforms for prototyping, collaboration, and workflow improvement.
- **Bootstrap:** Front-end framework for developing workable prototypes and mobile first sites.
- **JIRA, Mural, Slack:** Tools for project management, team collaboration, and communication.
- **User-Zoom:** Tool for user research, usability testing, and user feedback.
- **PowerPoint:** Software for creating presentations, pitching ideas and showcasing designs.

Education

- **Master of Arts in Media & Communication,** New York Institute of Technology, New York
- **Bachelor of Science in Architecture Technology,** New York Institute of Technology, New York

Certification

- **Enterprise Design Thinking – Team Essentials For Artificial Intelligence** – IBM
- **Enterprise Design Thinking Practitioner** – IBM
- **Salesforce Certified Administrator (SCA)** – Salesforce
- **Accessibility Advocate** – IBM