

Luis Puesan

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SENIOR UX / PRODUCT DESIGNER | JACKSONVILLE, FL

WORK EXPERIENCE

UX - Product Design Consultant

03/2023 to Present

Start NX | Jacksonville FL

- » Innovated user-centered design methodologies, increasing client engagement and satisfaction through expert UX/UI consulting services.
- » Developed pioneering mobile app designs that enhanced digital interaction and user experience, successfully integrating cutting-edge technical solutions.

Senior UX Designer

01/2022 to 03/2023

IBM | Remote

- » Led the design of Salesforce applications, improving B2B and B2C engagement.
- » Enhanced user interaction with Salesforce Experience and Sales Cloud platforms.
- » Developed user-centric prototypes, improving customer interactions and operational efficiency.

UX Architect / Product Designer

03/2015 to 01/2022

Guidewell Connect (Florida Blue) | Jacksonville, FL

- » Created and designed the Florida Blue mobile app, significantly increasing user satisfaction with 140k users in one month.
- » Implemented design systems that enhanced UI/UX consistency across multiple platforms related to healthcare industry.
- » Stayed updated on industry trends and best practices to continuously innovate design strategies.
- » Led conceptual design initiatives to improve user experience creating prototypes and research.

Design Consultant

12/2005 to 09/2016

PixelBlink Studios | Orlando, FL

- » Led an offshore team and worked on design contracts related to the real estate and vacation rental market in Orlando, FL.
- » Managed the design of interactive elements for complex systems, ensuring intuitive user experiences across diverse platforms.
- » Generated original graphic designs and engaged in the development of UI components tailored to user needs and specifications.
- » Conducted layout adjustments based on user feedback, playing a pivotal role in the iterative design process.

EDUCATION

Master of Arts in Media & Communication

New York Institute of Technology, NY

Bachelor of Science in Architecture

New York Institute of Technology, NY

CERTIFICATIONS

Salesforce Certified Associate

Salesforce Certified Administrator

IBM Accessibility Advocate

IBM Enterprise Design Thinking

Enterprise Design Thinking

IBM Salesforce Essentials

IBM Agile Explorer

INDUSTRIES

Consulting	12 years
Hotels & Timeshare	8 years
Healthcare & Insurance	6 years
E-commerce	4 years
Non-profit	3 years
Government	2 years
Entertainment	2 years
Aerospace & Military	2 years
Financial	1 year
Salesforce	1 year
Education	1 year

Senior Web Editor - Designer
ASRC Aerospace | Kennedy Space Center

08/2004 to 12/2005

- » Managed web-based projects that increased stakeholder engagement and improved communication flows within NASA's Space Shuttle program.
- » Developed strategies for enhanced visual data representation, significantly boosting user interface and experience across internal platforms.

OTHER EXPERIENCE

Lead Interface Designer

BeyondBond

Web Designer (Contractor)

Marrott Resorts

Web Designer

Westgate Resort

Graphic Designer

Sunterra Resort

Lead Web Designer

MegaChannels

Web Designer (Contractor)

Lockheed Martin

SKILLS

Design Fundamentals

- » User Experience Design
- » Interaction Design
- » User Interface Design

Technical Skills

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

Research & Strategy

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

Specialized Design Skills

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

Design Execution

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

Compliance & Accessibility

- » Accessibility Compliance
- » WCAG Best Practice

FAVORITE TOOLS

Figma, Adobe XD, Proto.io, Sketch:

Tools for UI/UX design, wireframing, prototyping, and collaboration.

Adobe Creative Suite:

Design, graphic creation, and video editing tools

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.

AWARDS

2017

Florida Blue Native Mobile App
Best Healthcare app

2004

Sheraton Resort Member Site
Best Vacation-owner member site