

LUIS PUESAN

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Two decades deep in the world of UX and Product Design, I bring a mix of creativity and analytical skills to the table. I don't just design; I solve real-world problems that make an impact. From Fortune 500s to startups, my designs elevate the user experience and drive business success.

SKILLS AND EXPERTISE:

- User Experience (UX) Design
- Interaction Design
- Translating research insights in ideas
- Web Design and Development
- Cross-Functional Collaboration
- User Interface (UI) Design
- Wireframing and Prototyping
- iOS & Android Mobile platforms
- Design Systems & Style Guides
- Working with Consumer Insights
- Information Architecture
- User Research and Testing
- Mobile App Design
- Data Visualization
- Strategic Design Thinking

WORK HISTORY:

Senior UX/Product Designer

IBM, 01/2022 – 03/2023

- Spearheaded Salesforce platform projects, increasing efficiency by 25%
- Collaborated with cross-functional teams and provided insightful feedback.
- Ensured brand uniformity through guidelines and design standards
- Addressed complex design and technical problems, impacting long-term product strategy.

UX Product Designer/Architect

GuideWell (Florida Blue), 03/2015 – 01/2022

- Lead the design for the Florida Blue award-winning native mobile app
- Raised customer satisfaction by 40% through user-centric approaches
- Pioneered UX architecture, ramping up digital payments by 300%, reduction of email complaints by 45%.
- Faced complex SASS challenges, ensuring that my insights and recommendations were well-received.

Design Consultant

PixelBlink Studios, 12/2005 – 10/2016

- Ran a thriving design studio serving diverse industries within the travel and vacation industry.
- Drove an annual revenue of \$11M+ for Hotel Corps via A/B testing and new booking engine design.
- Created UX strategies to align with client business objectives, resulting in a substantial rise in ROI.
- Managed an off-shore talented team, focusing on quality and creative growth.

Sr. Web Editor / Designer

ASRC Federal (ASRC Aerospace), 08/2004 – 12/2005

- Developed prototypes that were crucial in securing additional project funding including a concept for a \$300 million NASA project to connect academic research with private companies using NASA technology.
 - Played a pivotal role in the visual presentation of NASA's Space Shuttle Return to Flight program.
 - Managed Content placements and interactive data on the Kennedy Space Center's Intranet
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ADDITIONAL WORK EXPERIENCE:

- **LEAD INTERFACE DESIGNER** - *BeyondBond* | Financial industry (designed interface of a \$30 million financial app)
- **GRAPHIC DESIGNER** - *Sunterra Resort* | Hotels and Time Share industry
- **WEB DESIGNER (Contractor)** - *Lockheed Martin* | Defense industry

EDUCATION:

- **Master of Arts (MA) – Media & Communication Studies** | New York Institute of Technology, New York
 - **Bachelor of Arts (BA) – Architecture Technology** | New York Institute of Technology, New York
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CERTIFICATIONS:

- **ENTERPRISE DESIGN THINKING – TEAM ESSENTIALS FOR ARTIFICIAL INTELLIGENCE** - IBM
 - **ENTERPRISE DESIGN THINKING PRACTITIONER** - IBM
 - **SALESFORCE CERTIFIED ADMINISTRATOR (SCA)** - Salesforce
 - **ACCESSIBILITY ADVOCATE** - IBM
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TOOLS & ADDITIONAL RELATED SKILLS:

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|-----------------------------------|--------------------------|---------------------|---------------|
| Adobe Creative Suite | FIGMA | InVision | Adobe XD |
| HTML, CSS, JavaScript (hand code) | Web Responsive Design | SAAS | User-Zoom |
| E-Commerce Interface Design | Accessibility Compliance | WCAG Best Practice | Art Direction |
| Cloud-based UX Integration | Web Animation | Design Productivity | A/B Testing |
| Human Centered Design | Adobe ColdFusion | MySQL Database | Agile Process |
| JIRA | Zeplin | Slack | Mural |