

# Luis Puesan

Sr. & Lead UX/Product Designer – AI-Powered Apps | Enterprise Platforms | SaaS

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## Summary

Bilingual UX/Product Designer delivering measurable results for Fortune 500 clients, including IBM, Florida Blue, and Lockheed Martin. Expert in simplifying complex workflows, leading cross-functional teams, and building scalable design systems. Career highlights include:

- 119% increase in payment conversion through product redesign.
- 70% faster quote processing by streamlining user flows.
- 140K+ installs in the first month by launching the Florida Blue mobile app.

Specializing in AI interaction design, multilingual conversational UX, and accessible, mobile-first experiences.

## Core Skills

**Product Design** • UX Strategy • Visual Architecture • **AI Interaction Design** • Conversational UX • Design Systems (Figma/XD) • Information Architecture • Accessibility (WCAG/ADA/508) • Research & Usability Testing • Prototyping (HTML/CSS/JS) • Agile (Scrum/Lean) • Stakeholder Collaboration • Scalable Design Solutions

## Work Experience

### **Team Lead UX/Product Designer (Consultant)** — StartNX | Mar 2023 – Present

Designed and delivered **AI-first mobile apps** with GPT-4, multimodal UX, and bilingual conversational flows, boosting onboarding retention and ensuring multi-language accessibility.

- Improved onboarding retention by designing scalable AI interaction flows and prompt libraries.
- Built handoff-ready design systems meeting WCAG/ADA/508 standards.
- Mentored 10+ junior designers through Adaptlist.org, completing 1,000+ coaching hours.

### **Senior UI/UX/ Designer** — TalkingParents | Oct-2025 – Present

Led the design strategy for the co-parenting platform and UX chapter lead, focusing on creating user-friendly and seamless experiences from concept to implementation across web and mobile.

- Drove the holistic design strategy and vision for the co-parenting platform, ensuring a user-friendly and seamless experience across web and mobile.
- Influenced key product decisions by leveraging user research, usability testing, and data analysis to translate complex user requirements into simple, intuitive, and visually appealing designs.
- Maintained UI consistency and brand integrity across all products by evolving and governing the company's design system.
- **Integrated AI UX expertise** (leveraging Prompt and Conversational UX knowledge) to enhance the core user journey within the platform and drive innovation.

## **Senior UX Designer** — IBM | Jan 2022 – Mar 2023

Led UX for Salesforce platforms across multiple global teams, driving consistency and usability at scale.

- Standardized UI libraries adopted by 6+ global teams, improving visual consistency and accelerating delivery.
- Re-architected Salesforce workflows and information architecture to reduce friction and improve task completion.
- Implemented UX metrics and user-centered testing for enterprise clients.

## **UX Architect & Strategist** — GuideWell / Florida Blue | Mar 2016 – Jan 2022

Directed UX strategy for member, agent, and B2B platforms, leading to faster processing times and higher conversions.

- 140K+ app installs in the first month by launching the Florida Blue mobile app.
- Reduced quote processing time by 70% via product and flow redesign.
- Improved payment conversion by 119% with a frictionless payment system redesign.
- Enhanced B2B agent portal UX, boosting efficiency and engagement.
- Conducted full ADA/508 compliance audits and usability testing.

## **Notable Projects**

- Designed internal tools for NASA (Space Shuttle & Spaceport projects).
- Led UI for \$30M financial app at Nomura Securities (BeyondBond).
- Designed award-winning vacation member site for Sheraton and Sunterra Resorts.
- Delivered multimedia experiences for Lockheed Martin defense programs.
- Developed UX strategy and branding for hospitality clients at PixelBlink Studios.
- Designed booking experience for Westgate Resorts at Hotels Corp, increasing revenues to \$11M.

## **Education**

- M.A. in Digital Media & Communication – New York Institute of Technology, NY
- B.S. in Architecture Technology – New York Institute of Technology, NY

## **Certifications**

- Prompt and Advanced Prompt Engineering (CertiProf) - Vanderbilt University
- Salesforce Certified Administrator
- IBM Design Thinking Practitioner
- IBM Accessibility Advocate
- IBM Agile Explorer