

Luis Puesan

Senior Product Designer · Conversational AI & AI Behavior Design · Enterprise & Healthcare

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SUMMARY

Bilingual (English/Spanish) product designer with 20+ years designing enterprise, healthcare, and AI-powered products for organizations including IBM, Florida Blue, and Lockheed Martin. Specializes in conversational AI: defining what an assistant should automate, when it should ask, when it should stop, and when a person decides, then turning that logic into flows, states, and rules engineering can build. Creator of **Behavior-First Design**, a framework for designing AI product behavior. Career highlights:

- 140K+ installs in the first 30 days by launching the Florida Blue mobile app.
- 119% increase in payment conversion through product redesign.
- 70% faster quote processing by streamlining user flows.

CORE SKILLS

AI & conversational: AI Behavior & Interaction Design • Conversational UX (English/Spanish) • Human-in-the-Loop & Guardrail Design • Prompt Design & Prompt Libraries • Voice & Multimodal UX • LLM Platforms (OpenAI, Anthropic Claude)

Product & UX: Product Strategy • Complex Workflows & System Logic • Information Architecture • Research & Usability Testing • Accessibility (WCAG/ADA/508) • Localization

Systems & delivery: Design Systems & Tokens • Figma • Prototyping (HTML/CSS/JS) • Agile (Scrum/Lean) • Cross-functional Collaboration

WORK EXPERIENCE

Senior Product / UX Designer — TalkingParents | Oct 2025 – Present

Product designer and UX chapter lead for a co-parenting communication platform across web and mobile, working closely with product, engineering, QA, and legal.

- Designing information architecture and behaviors of the **Coparenting Coach**, an AI coaching feature: the conversational journey and the settings users can change by chatting with the Coach, which define the assistant's tool calls.
- Led **Relay**, a future-state conversational AI exploration for creating shared records between co-parents. Defined the behavior model, AI authority levels, and refusal and handoff rules: the AI prepares, the person approves, and it stops when context is unclear.
- Built a Spanish localization system covering the main app, the professional access portal, and email communications, with neutral U.S. Spanish content standards.
- Evolve and govern the design system (tokens, component specs, and a component showroom) to keep UI consistent across products.
- Map new features with journey maps, state machines, service blueprints, and interactive HTML prototypes before moving into UI.

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

Designed and shipped AI-first mobile apps built on large language models, with voice, multimodal, and bilingual (English/Spanish) conversational flows.

- Shipped two AI products end to end, including a voice-guided AI onboarding experience; this work became the basis for Behavior-First Design.
- Improved onboarding retention by designing AI interaction flows and reusable prompt libraries.
- Built handoff-ready design systems meeting WCAG/ADA/508 standards.
- Mentored 10+ junior designers through ADPList, completing 1,000+ coaching hours.

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.

- Launched the Florida Blue mobile app as lead UX designer: 140K+ installs in the first 30 days and a 2018 Best Healthcare Design award.
- Reduced quote processing time by 70% through product and flow redesign.
- Improved payment conversion by 119% with a redesigned payment experience.
- Enhanced the B2B agent portal UX, improving efficiency and engagement.
- Conducted full ADA/508 compliance audits and usability testing.

NOTABLE PROJECTS

- Designed internal tools for NASA (Space Shuttle and Spaceport projects).
- Led UI for a \$30M financial app at Nomura Securities (BeyondBond).
- Designed an 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 the booking experience for Westgate Resorts at Hotels Corp, increasing revenue 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 Engineering — Vanderbilt University
- Advanced Prompt Engineering — CertiProf
- Salesforce Certified Administrator
- IBM Design Thinking Practitioner • IBM Accessibility Advocate • IBM Agile Explorer