

Luis Puesan

I design innovative, user-centered digital solutions using Figma, Adobe XD, and Sketch, seamlessly blending creativity and business goals. My extensive experience and front-end skills (HTML, CSS, JavaScript) make me a strong candidate for tackling any design challenge, ensuring our designs are accessible and WCAG-compliant.

StartNX

Provide expert UX/UI/Product Design consulting services.

UX/Product Designer
Consultant

Created wireframes, screen-flow diagrams, and UI spec documentation for apps using Atomic Designs & Design System.

2023 - Present

Design workable prototypes using HTML, CSS, and JavaScript

IBM

Sr UX Designer

2022 - 2023

Led the design of Salesforce applications, improving both B2B and B2C engagement, with personalized user experiences balanced with business needs across multiple teams.

Enhanced user interaction with Salesforce Experience and Sales Cloud platforms.

Developed user-centric prototypes, user journeys leading to improved customer interactions and CX experience using operational data efficiency and accessibility.

GuideWell Connect

UX Architect / Designer

2015 - 2022

Designed mobile app and improved user experience of several sites related to healthcare platforms used by Florida Blue.

Initiated and implemented product research to validate insights and enhance data visualizations.

Developed user-centric strategy by implementing concepts that enhance the user experience for B2B and B2C platforms.

PixelBlink Studios

Designer / Consultant

2005 - 2016

Managed offshore design team of this start-up creating designs for real estate and vacation rental projects.

Created interactive elements for complex systems and interactive kiosk ensuring intuitive user experiences for retail and travel sectors.

Communicated neutrally, empathically, and comfortably with clients and team members.

Created several solutions for A/B Testing to get user insights

ASRC Aerospace

Sr. Editor Designer

2004 - 2005

Managed web-based projects, increasing stakeholder engagement and improving communication flows within NASA's Space Shuttle program.

Developed enhanced visual data representation strategies, significantly boosting user interface and experience across internal platforms.

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Location: Jacksonville, Florida

Education

Master of Arts | Digital Media

New York Institute of Technology, NY

Bachelor Architecture Technology

New York Institute of Technology, NY

Certification

Salesforce Certified Administrator

IBM Accessibility Advocate

IBM Enterprise Design Thinking

IBM Agile Explorer

Skills

User Experience Design

Interaction Design

User Interface Design

User Research & Testing

Strategic Design Thinking

Human-Centered Design

Wireframing & Prototyping

Design Systems

HTML, CSS, JavaScript

Mobile App Design

Web Responsive Design

SaaS Design

Accessibility Compliance /WCAG

Project / Team Management

Agile methodology

Tools

Figma

Adobe XD

Sketch

Adobe Creative Suite

JIRA

Mural

User-Zoom

Team Mentoring

Provided guidance and mentorship to junior designers at ADPLIST.com

More about my previous work experience is available in my portfolio