

# LUIS PUESAN

SENIOR UX DESIGNER

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- Jacksonville, Florida

I am an experienced UX/Product Designer with a passion for design thinking and user-centered solutions. My 20-year journey emphasizes empathy, creativity, and strategic innovation in solving complex user challenges. Skilled in collaborative leadership, I aim to transform user experiences with simplicity and effectiveness, making impactful connections between users and technology.

## WORK EXPERIENCE

Mar. 2023 - Present

### UX - Product Design Consultant Start NX | Jacksonville FL

Driving digital innovation at StartNX through expert UX/UI consulting, focusing on user-centered design to enhance digital experiences and engagement. Developed mobile app concepts for startups, pushing the envelope on creativity and technical excellence.

- » Advocated user-aligned digital solutions, setting new standards for engagement.
- » Led innovation in mobile app development, meeting and exceeding user expectations.
- » Provided strategic consultancy for digital transformation, optimizing user experiences.

Jan. 2022 - Mar. 2023

### Senior UX Designer IBM | Remote

Led design strategies for Salesforce applications, blending design thinking with user engagement to drive business growth. Collaborated across teams, using Figma and Adobe XD, to tailor UX solutions that resonate with business and user needs.

- » Spearheaded UX/UI design strategies for B2B and B2C Salesforce applications.
- » Guided continuous innovation through user-centric prototyping.
- » Achieved significant user engagement and business growth milestones within the Salesforce Experience and Sales Clouds.

Mar. 2015 - Jan. 2022

### UX Architect / Product Designer Guidewell Connect (Florida Blue) | Jacksonville, FL

Directed the design of the award-winning Florida Blue app, increasing user satisfaction and digital engagement. Focused on scalable UX/UI innovation to meet healthcare challenges, enhancing customer experiences across platforms.

- » Boosted digital transactions by 300% and email verifications by 119%.
- » Developed customer-driven design systems, improving UI/UX consistency.
- » Led user-focused design strategies, streamlining customer experiences in healthcare.

## EDUCATION

### Master of Arts in Media & Communication New York Institute of Technology, New York

### Bachelor of Science in Architecture New York Institute of Technology, New York

## 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

Dec. 2005 - Sep. 2016

### Design Consultant

PixelBlink Studios | Orlando, FL

Managed and expanded a design studio, leading an offshore team and working on design contracts with industry giants. My innovative design solutions enabled strategic partnerships that enhanced user interfaces and system integrations and significantly improved user engagement and brand experience.

- » Spearheaded interactive digital prototypes for various sectors, using advanced design techniques to revolutionize customer experiences through mobile apps and interactive kiosks.
- » Worked (as an independent contractor) with Marriott Resorts, Sheraton, Lockheed Martin, and Walmart, providing cutting-edge design solutions.

Aug. 2004 - Dec. 2005

### Senior Web Editor -Designer

ASRC Aerospace | Kennedy Space Center

Spearheaded web projects for NASA, including interactive presentations, enhancing stakeholder engagement. Improved internal communication and visual data analysis, supporting NASA's Space Shuttle program.

- » Enhanced NASA's intranet, facilitating better stakeholder collaboration.
- » Contributed to visual analysis projects, improving user experience strategies.

## ADDITIONAL WORK EXPERIENCE

### Lead Interface Designer

BeyondBond

### Web Designer

Westgate Resort

### Lead Web Designer

MegaChannels

### Web Designer (Contractor)

Marriott Resorts

### Graphic Designer

Sunterra Resort

### Web Designer (Contractor)

Lockheed Martin

## ADDITIONAL SKILLS

### Design Fundamentals

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

### Research & Strategy

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

### Design Execution

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

### Technical Skills

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

### Specialized Design Skills

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

### Compliance & Accessibility

- » Accessibility Compliance
- » WCAG Best Practice

## CERTIFICATIONS

Salesforce Certified Associate

Salesforce Certified Administrator

IBM Accessibility Advocate

IBM Enterprise Design Thinking

Enterprise Design Thinking

IBM Salesforce Essentials

IBM Agile Explorer

## AWARDS

2017

*Florida Blue Native Mobile App*

Best Healthcare app

2004

*Sheraton Vacation Member Site*

Best Timeshare member site

2000

*Sunterra Resorts site*

Best Design for a Timeshare site

1998

*Lockheed Martin's Army Experiment 5*

U.S. DOD Best design for military public site

## 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.