

JELISSA BUEZA

PRODUCT DESIGNER | USER EXPERIENCE DESIGNER

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SUMMARY

As a designer, I've always had a passion for storytelling. To me, good design walks users through in the classic "show not tell" strategy many of us heard from our writing teachers. With the work I do, I aim to create innovative and accessible products for all types of users, ensuring that new technologies aren't leaving any users behind.

EDUCATION

Interdisciplinary Computing and the Arts (BA)

University of California, San Diego
2013 – 2017

SKILLS

Interaction Design
Rapid Prototyping
Mobile Design
Web Design
Design Research
Usability Testing
Interviews and Surveys

TOOLS

Visual

Photoshop
Illustrator

Interactive

Figma
Sketch
Basic HTML + CSS

Motion

Premiere Pro

WORK EXPERIENCE

Lead User Experience Designer

Williams-Sonoma, Inc. | San Francisco, CA | Nov 2020 – Present

- Led responsive design project for Pottery Barn Teen, resulting in an 15% increase to average order value (AOV)
- Executed visual redesign of the Design Crew Room Planner application for brands such as Pottery Barn and West Elm — accommodating for 3D visualization and AI design tools
- Worked closely with engineering team to implement new features and improvements across multiple tools based on user interviews and research
- Managed a team of 3 designers working on multiple projects, increasing feature output

User Experience Designer

Williams-Sonoma, Inc. | San Francisco, CA | 2019 - Nov 2020

- Delivered numerous feature improvements through weekly production releases for existing Room Planner software
- Designed and developed experimental features involving photorealism and product photography
- Built and organized 3 design systems for an array of softwares; emphasizing modernization accessibility and responsiveness.
- Created marketing content such as promotional videos to advertise new and upcoming products

User Experience Designer

Musely | Santa Clara, CA | 2018-2019

- Worked with design team to revamp Android and iOS applications and overall brand identity
- Wireframed, designed, and tested numerous new features related to telemedicine and ecommerce
- Researched, designed, and launched packaging for original skincare products
- Constructed marketing material for customer emails and social media posts
- Coordinated with overseas offices and software engineers by assigning tasks and ensuring up-to-date performance

