Leyda Vega Hughes

FULL-STACK

Senior Product Designer

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MY STRENGTHSFINDER 2.0
1. EMPATHY
2. ACHIEVER
3. INTELLECTION
4. RESPONSIBILITY
5. INDIVIDUALIZATION

EXPERIENCE

UX R&D VOLUNTEER - U.S. DIGITAL RESPONSE (2023 - Present)
I lend my UX skills to U.S. municipalities on a wide range of tech enhancement initiatives: Implementing plain language in public facing tools, applications and resources; Leveraging native Spanish skills for UX research and content validation; Creating and enabling AI tools for government utilization.

SR UX DESIGNER/RESEARCHER - FED GOV'T - HHS / UCB / DIVISION OF TECHNOLOGY (8/2024 - 5/2025)
Researcher and designer for a new internal team working to modernize software, systems and product design practices to mirror those used in the private sector.

SR UX DESIGNER/RESEARCHER - CIVILLA (7/2023 - 7/2024)
Helped a state government redesign public benefits delivery. Executed / analyzed in-person and remote research to test various points along the public benefits customer journey.

SR UX DESIGNER/RESEARCHER - AD HOC (05/2020 - 11/2021)
Full-stack UX responsible for all phases of the product design life cycle. Improved the findability of health services and facilities on VA.gov. Planned, facilitated, and synthesized research. Prototyped, tested and designed final solutions. Contributed to a shared design system. Socialized findings, recommendations with gov't clients, stakeholders.

SR PRODUCT DESIGNER - BETTERCLOUD (3/2020 - 5/2020)
Product Designer for a SaaSOps platform.

SR UX DESIGNER - TERMINUS (12/2017 - 11/2019)
Product designer for B2B SaaS application: Led discovery with stakeholders and customers; synthesized, quantified and shared insights; prototyped and designed UI at all levels of fidelity; collaborated with product and engineering.

SR UX/UI DESIGNER - PIVOTAL LABS (3/2017 - 12/17)
Paired with on-site clients across the entire product life cycle; user research, workshop facilitation, prototyping, user-testing, Lean UX, Agile, human-centered and UI design.

SR UX/UI DESIGNER - SHARECARE (4/2016 - 3/2017)

METHODS & SKILLS

Full-stack UX: Human-centered design, accessibility and trauma-informed research, qualitative research facilitation, quantitative research, synthesis, wire framing, rapid-prototyping, UI design, service design

TOOLS

Figma, UXPin, Sketch, Adobe Creative Cloud, Airtable, Optimal Workshop, UserZoom, UserTesting, Asana, Trello, Agile, Jira

EDUCATION

SCALING GOOD SERVICES (2021)
Service design masterclass; How to deliver services at scale with minimal friction

GENERAL ASSEMBLY (2016)
User Experience Design Immersive: 500+ hours of applied user-centered design methodology

THINKFUL (2013)
Front-end Development: HTML/CSS

UX INTENSIVE (2010)
Adaptive Path's UX Workshop Conference; Design Strategy, Design Research, Information Architecture, Interaction Design

RINGLING COLLEGE OF ART & DESIGN
BFA / Graphic Design

RHODE ISLAND SCHOOL OF DESIGN
Pre-College Summer Program / Graphic Design Full scholarship