Leyda Vega Hughes

FULL-STACK

Senior Product Designer

LeydaDesigns.com (pw:design)

Linkedin.com/in/leyda

leydavhughes@gmail.com

678 592 3752

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

EXPERIENCE

SR UX DESIGNER/RESEARCHER - CIVILLA (7/2023 - Present)
Lead researcher helping a state government to redesign their public benefit delivery. Plan and conduct in-person and remote research testing various points along the public benefits customer journey.

UX VOLUNTEER - U. S. DIGITAL RESPONSE (04/2023 - Present)
Bilingual research volunteer helping a state government assess their website's language accessibility in order to provide content strategy and design recommendations for a more equitable experience for people with limited English.

SR UX DESIGNER/RESEARCHER - AD HOC (05/2020 - 11/2021)
Designer and researcher responsible for all phases of the product design life cycle to improve 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 and recommendations with gov't clients.

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)
Product Design consultant worked in a balanced team environment while pairing with on-site clients across the entire product life cycle; user research, workshop facilitation, prototyping, user-testing, Lean UX, Agile, user centered methodologies, and UI/visual design.

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

DESIGN CONSULTING (2011-2016)

ART DIRECTOR - CARTOON NETWORK (2005-2011)

SR DESIGNER - CARTOON NETWORK (2005-2008)

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, ChatGPT

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