

Leyda Vega Hughes

PRODUCT DESIGNER

 LeydaDesigns.com

 LinkedIn.com/in/leyda

 Leyda@LeydaDesigns.com

 678 592 3752

MY FAVORITE THINGS

Making Things
Neurodiversity
Public Transportation
Eating Pâté
Fermented Things

MY STRENGTHSFINDER 2.0

1. EMPATHY
2. ACHIEVER
3. INTELLECTION
4. RESPONSIBILITY
5. INDIVIDUALIZATION

UX/UI EXPERIENCE

SR UX DESIGNER - TERMINUS (12/2017 - 11/2019)

Full stack product designer for B2B SaaS application: Established the department's research practice; lead discovery with stakeholders, customers and customer facing teams; synthesize, quantify and share insights; prototype at all levels of fidelity; design final UI; contribute to Angular UI library; collaborate across all departments, PMs, Product leadership, & 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, Agile and User Centered Methodologies, and Visual Design.

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

Designed consumer facing healthcare products for Sharecare's innovation lab. Products included a responsive patient scheduling app and redesign work for the systems that communicated with it (workflow analysis, prototyping, user-testing, final UI design).

DESIGN CONSULTING (2011-2016)

Visual design, Branding, and Wordpress Web Design

ART DIRECTOR - CARTOONNETWORK.com (2008-2011)

Managed and art directed junior visual designers
SR DESIGNER - CARTOONNETWORK.com (2005-2008)
Concepted and designed unique digital user experiences, UI and online advertising for multiple brands, show launch websites and online marketing.






LEAD UI DESIGNER - COX COMMUNICATIONS (2005)

Designed UI for new web and voice products and applications. Bridge-builder between corporate marketing and remote designers; set design standards, created design templates and socialized them. Communicated and oversaw the vision.

TOOLS



SKILLS

-  DISCOVER Research. Interviews. Personas.
-  SKETCH Whiteboard. Brainstorm. Sketch.
-  PROTOTYPE User flows. Wireframes.
-  TEST User-test. Refine. Repeat.
-  DESIGN Hi-fidelity. Pixel-perfect. Beautiful.

EDUCATION

GENERAL ASSEMBLY (2016)

User Experience Design Immersive: 500+ hours of applied user-centered design methodology

THINKFUL (2013)

Front-end Development Course: 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 Program / Graphic Design