

# Leyda Vega Hughes

## PRODUCT DESIGNER

 LeydaDesigns.com

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### SOME OF MY FAVORITES

Neurodiversity  
Making Things  
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 - ...)

Full stack product design responsibilities include: establishing the organizations' nascent research practices; leading discovery efforts with stakeholders, customers and customer facing teams; synthesizing, organizing and quantifying insights; prototyping at all levels of fidelity; designing final UI; contributing to the evolution of the platform's Angular UI library, collaborating with product managers and onsite back-end and front-end engineers.

### SR UX/UI DESIGNER - PIVOTAL LABS (3/2017 - 12/17)

Product Design consultant worked in a balanced team environment while pairing with onsite clients (user research, prototyping, user-testing, lean and agile methodologies, visual design).

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

Designed healthcare products for the company's innovation lab where responsibilities included: research, prototyping, protocol-writing, user-testing (remote and in-person), synthesis/analysis, presenting findings to client, iteration and final UI Design, in an agile environment with remote and on-site engineering teams.

### ART DIRECTOR - CARTOONNETWORK.com (2005-2011)

As Digital Art Director and Lead Designer, designed and established artistic direction for show launch websites and online user experiences for numerous brands. Volunteered for unsexy pet projects that increased department's efficiency and productivity.

### DESIGN MANAGER - COX COMMUNICATIONS (2005)

One-man-band, in-house UI designer for new products and applications. Bridge-builder between corporate marketing and remote designers; set standards based on high-level marketing initiatives, created design templates, 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

UX Design / 10-week / full-time  
500+ hours of applied user-centered methods:  
Research, Personas, Use Cases, User Tasks,  
User Flows, Competitive Analysis, Affinity  
Diagramming, MVPs, Site Maps, IA, Sketching,  
Wireframing, Prototyping, Usability Testing.

### Thinkful

Front-end Development Course

### Ringling College of Art & Design

BFA / Graphic Design

### Rhode Island School of Design

Pre-College Program / Graphic Design