

D LUIS F. DELGADO

PRODUCT EXPERIENCE DESIGNER | FRONT-END WEB DEVELOPER

luisfdelgado.com
delgado.lu89@gmail.com
617.888.0224

Experience

Salesforce—New York, NY

Senior Product Experience Designer and Consultant

2022–present

User Experience Designer and Consultant

2021–2022

- Design experiences and interfaces that combine business & user goals for large-scale digital enterprises.
- Create wireframes, interactive mockups, and rapid-prototypes to design and develop usable products.
- Define information architecture and user models to devise intuitive experiences for all types of users.
- Envision user experience of final product and advocate for all the different users' anticipated needs.
- Collaborate with research, design, and development teams across internal & external business units.
- Past clients and collaborators include: AT&T, T-Mobile, Cisco Systems, Accenture, and Deloitte.

Bell N' Whistle Studios—New York, NY

Creative Director and Lead Designer

2011–present

- Full-service creative studio with years of experience executing projects of all sizes and types.
- Contracted by clients in a variety of industries to develop and integrate big ideas across all channels.
- Translate the vision of clients through strategic design, development, and marketing efforts.
- Conceptualize, design, and implement brand identities and logos for companies and organizations.
- Design marketing collateral and materials such as publications, advertising, stationary, and websites.
- Develop and execute concepts, designs, and art direction of publications, photoshoots, and campaigns.

New York University, School of Law—New York, NY

User Experience Designer and Front-End Developer | Information Technology

2016–2020

- Designed websites and digital products to advance brand strategy and mission of the University.
- Lead the design efforts to overhaul the Law School's websites for Accessibility (WCAG 2.0).
- Served as the UX/UI designer & developer when transitioning the website into a responsive framework.
- Created wireframes, interactive mockups, and rapid-prototypes to design and develop usable products.
- Developed responsive products using HTML5, CSS3, PHP, Javascript/jQuery, Drupal, and WordPress.

Northeastern University—Boston, MA

Web Designer and Front-End Developer | Marketing and Communications

2014–2016

- Performed all aspects of the design process, from ideation/implementation to production/development.
- Developed responsive websites using HTML5, CSS3, PHP, Javascript/jQuery, WordPress, and other CMSs.
- Managed content and design of digital signage system across various campuses nationwide.
- Created the news@Northeastern email template distributed daily to 35,000+ community members.
- Designed national advertisement campaigns and marketing materials for nation-wide conferences.

Education

Massachusetts Institute of Technology (MIT) —Cambridge, MA

- Certificate in Designing Digital Platforms, Two-Sided Markets, APIs, and Feature Roadmaps

2024

Harvard University—Cambridge, MA

- Certificate in Design Thinking & Innovation

2023

New York University (NYU)—New York, NY

- Diploma in User Experience (UX) Design

2018

Northeastern University—Boston, MA

- Master's (MPS) Digital Media and Interactive Design, Usability, and Development

2016

- Bachelor's (BFA) Graphic Design and Architectural History

2013

Salesforce Certified

User Experience Designer
Strategy Designer
OmniStudio Consultant
Experience Cloud
Business Analyst
Administrator
AI Associate

Technical Skills

Wireframes/Prototypes
Figma/Sketch/Invision
User Flows/Journey Maps
Usability and A/B Testing
User Research/Interviews
Business Analysis
Information Architecture
Mac OS X/iOS UI
Windows/Android UI
Accessibility (WCAG 2.0)
HTML5, CSS3 and PHP
Javascript/jQuery
Wordpress and Drupal
Git/GitHub and JIRA
Asana, Trello and Slack
Google Analytics
Salesforce
Illustrator
Photoshop
InDesign

Interests

Graphic & Product Design
Accessibility & Usability
Photography & Video
Information Design
Typography

Languages

Fluent in both written and spoken Spanish.

See Full Resume

luisfdelgado.com/resume