

D LUIS F. DELGADO

PRODUCT EXPERIENCE DESIGNER | FRONT-END WEB DEVELOPER

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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: PayPal, 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.

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

User Experience Designer and Front-End Developer | Information Technology

2016–2020

- 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.
- 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

Harvard University, Business School—Cambridge, MA

- Certificate in Artificial Intelligence (AI) Business Essentials

2025

- Certificate in Design Thinking & Innovation

2023

Stanford University, School of Engineering—Stanford, CA

- Certificate in Artificial Intelligence (AI) Experience Design

2024

Massachusetts Institute of Technology (MIT)—Cambridge, MA

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

2024

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

Business Analyst

AI Specialist

AI Associate

Marketing Associate

Data Cloud Consultant

OmniStudio Consultant

Experience Cloud

Administrator

Technical Skills

Wireframes/Prototypes

Figma/Sketch/Invision

User Flows/Journey Maps

Usability and A/B Testing

User Research/Interviews

Information Architecture

Business Analysis

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

Adobe Creative Suite

Google Analytics

Salesforce

Interests

Artificial intelligence

Accessibility & Usability

Photography & Video

Languages

Fluent in both written and spoken Spanish.

See Full Resume

luisfdelgado.com/resume