LUIS F. DELGADO
LEAD PRODUCT DESIGNER & EXPERIENCE ARCHITECT

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Experience

Salesforce—*New York, NY*

Lead Product Designer and Experience Architect **2025–present**
- Serve as a experience design consultant, creative director, strategic advisor, and problem solver.
- Oversee and manage several work-streams while leading and managing design team members.
- Build strong partnerships, and foster collaboration internally, with customers, and key stakeholders.
- Lead and drive key design activities and deliverables throughout all phases of project's lifecycle.
- Provide leadership and design excellence throughout all stages of a client engagement.
- Ensure internal & external teams are aligned toward impactful design outcomes in engagements.
- Past clients & collaborators include: PayPal, CBRE, T-Mobile, AT&T, Cisco, Accenture, and Deloitte.

Senior Product Experience Designer and Consultant **2022–2025**
- Discover, define, and translate business & user needs into intuitive experiences for large-scale projects.
- Drive all experiences with a focus on human-centered design, user research, and technical feasibility.
- Create all UX deliverables such as concepts, user needs, task analysis, user flows, & wireframes.
- Lead experience design activities including client sessions, co-creation, audits, and design reviews.
- Conduct end-user validation activities including interviews, concept validation, usability testing.
- Document interaction specs and ensure correct implementation and QA with development teams.

User Experience Designer and Consultant **2021–2022**
- Design experiences and interfaces that combine business & user goals for large-scale digital enterprises.
- Lead discussions daily with client stakeholders and end-users to build alignment and consensus.
- Create wireframes, interactive mockups, & prototypes to design & develop usable products.
- Collaborate with research, design, and development teams across internal & external business units.

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.
- Developed responsive products using HTML5, CSS3, PHP, Javascript/jQuery, Drupal, and WordPress.

Education

Harvard University, Business School—*Cambridge, MA*
- *Certificate in Artificial Intelligence (AI) Business Essentials* **2025**
- *Certificate in Design Thinking & Innovation* **2023**

Brown University—*Providence, Rhode Island*
- *Certificate in Artificial Intelligence (AI) Business & Leadership* **2025**

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

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