

D LUIS F. DELGADO

LEAD PRODUCT DESIGNER & EXPERIENCE ARCHITECT

luisfdelgado.com
delgado.lu89@gmail.com
617.888.0224

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: IHG, 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
- Certificate in Design Thinking & Innovation

2025

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

2016

2013

Certifications

Google Generative AI Leader
Google AI Professional
NNG UX Management
Google Agile Essentials
Google People Management
Google AI Prompting
CDI Conversation Designer
SF User Experience Designer
SF Strategy Designer
SF Business Analyst
SF AI Specialist
SF AI Associate
SF Marketing Associate
SF Data Cloud Consultant
SF OmniStudio Consultant
SF Experience Cloud
SF Administrator

Technical Skills

Wireframes/Prototypes
Figma/Sketch/Invision
User Flows/Journey Maps
Usability and A/B Testing
User Research/Interviews
Information Architecture
Business Analysis
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

Languages

Fluent in both written and spoken Spanish.

See Full Resume

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