

Idelisa Baez

PRODUCT DESIGNER

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DESIGN SPECIALIST VERIZON

APRIL 2024 - PRESENT

- Research and study users' mental models to improve internal communication decks.
- Design sticker sheets and style guides to help team members effectively showcase team accomplishments and user experience improvements to leadership.

PRODUCT DESIGNER CONSTANT CONTACT

OCT 2020 - APRIL 2024

- Identify user's pain points and define user flows improvements based on business goals and user testing results.
- Wireframe the user interface from low to high fidelity mocks, ensuring alignment with stakeholders' expectations.
- Work closely with stakeholders, implementing feedback and presenting new design iterations.
- Creates complex prototypes for new product features and collaboration session meetings.
- Apply user-centered design principles and accessibility best practices.
- Conduct competitive analysis working in hand with the research team.
- Suggest and create new components to expand the design system.
- Design and support the creation of visual and branding assets.

LEAD DESIGNER - CONSTANT CONTACT

JAN 2020 - OCT 2020

- Design flexible, mobile, and desktop-friendly email template layouts, working closely with developers.
- Audit and provide feedback to other designers.
- Train new staff.

Tools

Figma, Adobe Creative Suite, Jira, Miro, Sketch, InVision, Salesforce.

Web

HTML, CSS, WordPress, Webflow, Framer.

Languages

English - C1
Spanish - Native

KEY PROJECTS

- Optimised Social Feature
Across 8+ end-to-end projects. Increasing user engagement and conversion rates.
- Built a Social Listening feature that enabled users to efficiently monitor and engage with their social media platforms.
- Introduced AI-driven features that converted email campaigns into effective social media campaigns through cross-selling, simplifying digital marketing for small businesses.

DESIGN SPECIALIST - CONSTANT CONTACT

NOV 2019 - JAN 2020

- Create custom email marketing templates for 100+ small and large businesses.
- Redesign old email designs to a more modern and easier-to-scan layout and content.
- Create brand guidelines based on each client's needs and target audience.

Education and Certifications

Bachelor's degree in Graphic Design

2020 - UASD University, Dominican Republic.

Associate's degree in Multimedia Technologist

2018 - Technological Institute of The Americas (ITLA), Dominican Republic.

Responsive Web Design

2024 - freeCodeCamp

EON Reality Certified AR&VR Developer Level 2

2019 - EON Reality VR Innovation Academy

EON Reality Certified AR&VR Developer Level 1

2019 - EON Reality VR Innovation Academy