

DAZZLE SALAZAR

PRODUCT DESIGNER

itsdazzle.com

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SKILLS

UX/UI Design • User Research •
Web Development • Visual Design
• Ad Product

SOFTWARE SKILLS

Prototype tools

• Figma • XD • Sketch • InVision

Adobe Creative Suite

• Photoshop • Illustrator •
InDesign • After Effects

Development

• HTML & CSS • Javascript and
React • Bootstrap 4 • Wordpress

EDUCATION

Bachelor of Fine Arts , Digital
Advertising

The Philippine Women's University

Front-End Web Development

General Assembly

UX Design Bootcamp

Noble Desktop

Product Designer

Morning Brew (January 2022- March 2023)

- Developed and lead the UX design strategy for Morning Brew's onboarding, gated content, newsletters, and events pages, resulting in an intuitive and engaging interface that drove user engagement.
- Conducted comprehensive user research through the creation of surveys, user interviews, and user tests, leveraging data analysis to identify and respond to reader needs and preferences.
- Designed and tested a range of wireframes and prototypes to iterate on design concepts and collect valuable user feedback, ultimately driving continuous product improvement.
- Produced and presented high-quality mockups, storyboards, sitemaps, user flows, and prototypes to key stakeholders, emphasizing the user-centered design principles that informed my work.
- Collaborated closely with Product Managers and Engineering teams to ensure the successful implementation of my designs, fostering cross-functional teamwork and driving effective product delivery.

UX Designer

Trusted Media Brands (October 2020-January 2022)

- Lead the creation of clean, modern, and highly functional page templates, ensuring seamless access to critical user functionality, content, and internal products across multiple brands.
- Developed mobile-first design strategies that deliver exceptional user experiences across a range of use cases while optimizing organic search opportunities and revenue generation.
- Leveraged A/B testing results to guide design decisions and drive continuous optimization of the user experience.
- Created a comprehensive style system for all brands, utilizing Atomic Design Methodology to streamline development and ensure seamless implementation of design elements.
- Employed user journey mapping, data analysis, and prototyping to conceptualize innovative solutions and design highly intuitive interfaces, significantly improving user experiences.
- Delivered compelling presentations to stakeholders, highlighting design solutions that are data-driven and align with key business objectives.
- Made critical recommendations to ensure that all design solutions meet accessibility standards, underscoring a commitment to inclusivity and ensuring that all users can access and enjoy the products.

Ad Product Designer

Future US (August 2015-November 2019)

- Developed and designed innovative ad products from concept to fully-functional deployment, leveraging skills in ideation, sketching, high-fidelity mockups, and interactive prototypes to deliver exceptional results.
- Leveraged deep expertise in interactive rich media to create unique demos for RFPs, marketing collateral, and in-person meetings, driving significant growth in sales and engagement.
- Designed sponsored pages and native ads, working closely with cross-functional teams to deliver exceptional results for both pitch and live sites.
- Collaborated closely with the VP of Sales and Marketing to drive the creation of new ad products and pitches, using market insights and user feedback to inform product design and development.
- Worked seamlessly with Sales, Marketing, and Client Services teams in post-sale communications, ensuring that requirements, feedback, and ad specs were communicated effectively and timelines were met.
- Coordinated closely with Ad Ops and Account Managers to set timelines for building and QA-approving units, ensuring that all products were launched on time and with exceptional quality.
- Led a creative team in creating event websites and collateral, showcasing strong leadership and collaboration skills and delivering exceptional results.

Freelance Product Designer

Turbolayer.com (June 2020-Present)

- Drove the design of exceptional user experiences and interfaces, working closely with founders to bring their vision to life through high-fidelity prototypes that delivered significant conversions and engagement for the business.
- Created polished designs and collaborated closely with developers to ensure seamless implementation, leveraging skills in ideation, sketching, and high-fidelity prototyping to deliver exceptional results.
- Worked seamlessly with founders, user testers, and developers to ensure that the creative vision was executed properly and that all products delivered exceptional user experiences.