

Isabel Servan

A data-driven **Senior Product Designer** with coding skills and a passion for detail.

iservan@gmail.com

[Online Portfolio](#) →

Raleigh, NC [\[open to relocate\]](#)

About

Results-driven Senior Product Designer with **9+ years** of experience leading **end-to-end UX** and product design across enterprise, real estate, healthcare, and B2B/B2C platforms.

Specialized in **data-heavy interfaces and AI-powered systems**, with a track record of translating complex business challenges into clear, **user-centered solutions**. Skilled in **UX research**, systems thinking, and **scalable design systems** in Figma, **Technical skills** to collaborate closely with engineering to deliver **measurable business impact**. Passionate about **clarity, data-informed design**, and driving **UX maturity** within organizations.

Core Skills

- UX/UI Design & Interaction Design
- Figma (Prototyping, design systems, components, tokens)
- UX Research & Heuristic evaluation
- AI/LLM-Powered Product Design

Senior UX Designer

Allstacks

Present

Hybrid - Raleigh, NC

In my current role at **Allstacks**, I design **AI-powered** tools such as an **AI configuration builder** that enables users to generate **custom reports** through a **speech-based LLM** interface, transforming reporting into a **conversational experience**. Also, I designed **AI-generated summaries** that **interpret dashboards** into **actionable insights**, and shipped a **data-labeling system**, Allstacks labels, that enables engineering leaders to drive strategic decisions. Thanks to this we **secured investment** funding and allowed us **to grow the team** hiring 3 additional engineers, **speeding up product development x2**.

Senior Product Designer

REalyse

Oct. 2023 - Sept. 2025

Fully Remote - Raleigh, NC

At **REalyse**, I worked in the real estate industry, designing two **AI-driven data platforms** that empower investors to make smarter decisions. I launched **Pulse**, an **AI-driven** valuation product that **increased** report **requests by 43.7%** and significantly improved user retention. I also led the design of an **conversational AI assistant**, and an **AI renovation tool**, with **costs estimation** and **inventory**. I drove the inclusion of **UX research insights** throughout the product lifecycle, conducted **heuristic evaluations** and **built a unified design system across products**, eliminating inconsistencies and doubling.

Systems Design Engineer

Red Hat

Sep. 2021 - Sep. 2023

Fully Remote - Raleigh, NC

At **Red Hat**, I led the design for a custom learning tool, **Skills Assessment** which **increased** training and certification **sales by 15%** and attracted **over 10,000 monthly visits** [case study](#)→ Collaborated **cross-functionally** to design intuitive, user-centric experiences, leveraging **Design Thinking, UX research**, and **iterative testing**. Produced end-to-end assets and high-fidelity UI mockups, built **interactive prototypes** with HTML/CSS, and contributed new components to the design system.

- HTML/CSS, JavaScript, Vue.js
- Data Visualization & dashboards
- Lean UX & Agile Methodologies
- Cross-Functional Collaboration
- Product Strategy & Business Impact

Education

Master's Degree in **Computer software and multimedia applications**. *CEA, Study Abroad, London, UK*

Bachelor's Degree in **Digital Communications and media (BS)**
Cardiff University, UK

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UX/UI Designer & Engineer

Smith.ai

Nov. 2020 - Sep. 2021

Remote - Los Altos, CA

At Smith.ai, I **designed and developed** tailored **chatbot playbooks** for law firms, resulting in a **63% increase** in lead capture and a **57% reduction in interruptions** within three weeks. **Collaborating cross-functionally**, I applied **lean UX** to refine chatbot applications, **created end-to-end design assets**, and translated designs into **Vue.js code** for seamless implementation.

Founding & Lead Designer

CMRAD

Mar. 2019 - Nov. 2020

Fully Remote

As the **first in-house designer** at CMRAD, I created a **scalable design system** applying Atomic design methodology, **owned end-to-end user journeys across web and mobile**, and drove usability through research, testing, and data-driven iteration, supporting team growth from 3 to 27 members in 18 months.

UX Designer and Engineer

Vendo

Mar. 2015 - Apr 2019

Fully Remote

At Vendo, I partnered with **data science** to design and build data-driven **dashboards, reports, and payment forms** using R and Python. I delivered seamless, user-friendly interfaces across **mobile and desktop platforms**.