Julissa Zavala

UX Designer | New York, NY, USA | hello@julissazavala.com

About

UX Designer with 4+ years creating scalable user experiences for complex, multi-stakeholder environments. Proven track record leading end-to-end design processes that drive measurable user engagement and adoption. Experience building design systems, conducting user research, and collaborating across engineering, product, and business teams to deliver customer-focused solutions.

Work Experience

New Visions for Public Schools   New York, NY, USA

Product Designer II   December 2024 - Present

- Lead end-to-end redesign of core platform serving 1.1M+ students, from wireframes to high-fidelity mocks, resulting in 150% increase in page views and 28% growth in monthly active users.
- Own product strategy and feature roadmap for High School and Shelter student management verticals, presenting quarterly reviews to district leadership and driving customer acquisition initiatives.
- Mentor 2 junior designers on discovery and research process, design system implementation and best design practices.

New Visions for Public Schools   New York, NY, USA

Product Designer   August 2021 - December 2024

- Redesigned student data dashboard interface, increasing custom view adoption from 15% to 55% and reducing task completion time by 35%.
- Facilitated cross-functional design workshops with product managers and engineers, aligning stakeholders on user experience strategy for 3 major feature releases.
- Built component library adopted across 6 product teams, reducing design-to-development handoff time by 40%.

Education

Tufts University

Bachelor of Arts | Human Development

Minor in Studio Art

Skills

Interaction Design · User Research · Usability Testing · Rapid Prototyping · Information Architecture · Data Visualization · Design Systems · User Flows · Wireframing

Tools: Figma · Adobe Creative Suite · Miro · Mixpanel · Jira · Cursor · Webflow · HTML/CSS

Collaboration: Cross-Functional Teamwork · Stakeholder Presentations · Design Mentorship · Agile Development