

Julissa Zavala

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Product Designer

(615) 631-6467

Summary

Experienced Product Designer with a proven track record in feature development and a history of collaborating cross-functionally with team members to contribute to the overall product strategy.

Skills

Wireframing
Rapid Prototyping
User Research
User Flows
Usability Testing
Information Architecture
Product Strategy
Stakeholder Management
Illustration

Tools

Figma
Figma
Zeplin
Miro
Dovetail
Mixpanel
Storybook
Jira
HTML & CSS
Adobe Illustrator
Webflow

Education

B.A. in Child Study & Human Development / Minor in Studio Art

Tufts University 2016

Experience

Product Designer / New Visions for Public Schools

August 2021 - Present

> Own High School and Shelter verticals, partnering with product managers on feature development and overall product strategy

> Collaborated with Lead Designer to create a new design system, leading the overhaul of the design system's iconography and the creation of a new illustration library

> Proposed and spearheaded creation of research repository in order to make user insights easily retrievable and accessible across the product team.

> Lead user research sessions and usability tests to understand user needs and validate design solutions

Market Research Specialist / NewtonX

October 2019 - April 2020

> Prioritized market research initiatives to collect data on industry trends, market needs, and pain points