

# Julissa Zavala

## Product Designer

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New York, NY, USA

Mid-level Product Designer with 4+ years of experience crafting scalable, data-driven products for large public education systems. Specialized in building robust design systems, conducting in-depth user research, and guiding cross-functional teams within highly regulated environments.

### Work Experience

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**Product Designer II** · New Visions for Public Schools · New York, NY, USA December 2024 - Present

- Led comprehensive redesign serving 1.1M+ students across NYC's 1,800+ public schools. Achieved 150% increase in page views, 40% increase in daily active users, and 28% growth in monthly active users. Design patterns were adopted across 6 product areas and became the most requested feature demo for new district onboarding.
- Product Ownership – Own High School and Shelter verticals, partnering with product managers on feature development and overall strategy. Present solutions to school administrators and district stakeholders while mentoring 2 junior designers on research methodologies.

**Product Designer** · New Visions for Public Schools · New York, NY, USA August 2021 - December 2024

- Redesigned student data grid across NYC's 1,800+ schools. Reduced feature abandonment from 60% to 20%, increased weekly user engagement from 2.3 to 4.1 sessions per user, and drove custom view creation from 15% to 55% adoption rate.
- Collaborated with Lead Designer and engineering teams to build comprehensive design system serving 45+ screens across 3 product areas. Led iconography overhaul (180+ icons) and built illustration library, reducing design inconsistencies by 60% and development handoff time by 25%.
- Created a centralized research repository containing insights from 25+ user sessions across 18 months. Established research practices that increased stakeholder engagement in research by 120% and informed 8 major product decisions.

### Education

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**Tufts University** | Bachelor of Arts

Human Development

Minor in Studio Art

### Skills

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

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