Silvia Fuentes

Product Designer

silviafuen.github.io
silvia.fuen@icloud.com
254-434-3968

Skills

User Research

Product Strategy

Information Architecture

Interaction Design

Visual Design

Wireframing

High Fidelity Mockups

Prototyping

Usability Testing

Figma

InVision

Adobe CC Suite

Keynote

HTML, CSS,
Javascript, Git

Education

UC San Diego via Coursera

Interaction Design
Specialization
Fall 2018 – Summer 2019

Tarleton State University

B.S., Computer Science
Minor, Math & Spanish
Class of 2018

Experience

Capital One / Associate Product Designer
Jul 2020 – Current

- Responsible reducing support ticket routing time, through development of interactive site map that identified pilots, stakeholders, and APIs in production

- Mitigated risks and informed customers of potential data breaches through the a multichannel communication strategy

- Collaborated closely with engineering to implement a design library that unified and standardized the experience's visual language

- Designed high fidelity concepts and prototypes of application version control feature to evolve the agent experience

- Advocated for call center agents experience through multiple forms research, service blueprinting and prototype testing

Tarleton State Marketing / Web Development Tech
Nov 2018 – Jun 2020

- Conceptualized and developed web aspect of marketing campaigns with the creative team to align with university's brand guidelines, producing new or leveraging existing components when appropriate

- Restructured site information architecture to improve experience and advised departments on best practices in IA as they expanded program offerings