

Silvia Fuentes

Product & Experience 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 for developing an interactive site map directory of the product experience that identified pilots, stakeholders, APIs in use for multiple stakeholders reference and decreased time in routing support tickets
- Developed communication plans alongside content strategist and product manager to inform users of potential data breaches and mitigating risks
- Collaborated closely with engineering and product to create a design library that unified to the brand visual language, components, and frameworks of the Rebel product
- Participated in collaborative work sessions with operations and product to translate complex data experiences into understandable high fidelity concepts that evolved the call center 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