Silvia Fuentes
Product Designer

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

Skills

Product Strategy

Journey Mapping

Information Architecture

Interaction Design

Content Design

High Fidelity Mockups

Prototyping

Wireframing

Usability Testing

User Research

Figma

Maze

Dovetail

Adobe CC Suite

Google Suite

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

SimplePractice / Senior Product Designer
August 2022 – Current

- Drove innovation by leading efforts to create a new simplified onboarding flow, cutting down customer support tickets and increasing customer engagement in the product experience

- Led research and development of end to end customer journey and personas to influence product priorities and decision making

- Created a user-friendly rules engine that effectively streamlined an antiquated manual process, empowering users to save time and increase interactions in our revenue driving document submission flow

Bestow / Product Designer
April 2022 – June 2022

- Designed scheduling feature that turned a intricate multi-party manual backend database process into a three click efficient process for operations agents

- Validated design solutions using focus group discussions and walkthroughs of Figma prototypes

Capital One / Associate Product Designer
July 2020 – March 2022

- Evolved the sales agent experience designing an application version control feature to decrease underwriting times, from wireframes to launch

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