

# Silvia Fuentes

Product Designer

[silviafuen.github.io](https://silviafuen.github.io)

[silvia.fuen@icloud.com](mailto: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

**Bestow** / Product Designer

April 2022 – June 2022

- Focused on expanding an internal dashboard tool offering by designing key features that simplified complex insurance process and improved the associate experience
- Worked closely with product and engineering partners to vet proposed features and prioritize design work

**Capital One** / Associate Product Designer

July 2020 – March 2022

- Responsible reducing support ticket routing time, through development of interactive site map that identified pilots, stakeholders, and APIs in production for development processes
- Evolved the sales agent experience by designing an application version control feature that decreased underwriting times, using high fidelity mockups and prototypes to test the concepts
- Collaborated closely with engineering to implement a design library that unified and standardized the product's visual language

**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

==--=====

- Mitigated risks and informed customers of potential data breaches through the a multichannel communication strategy
- Led brainstorming sessions with operations and product to translate complex data experiences into understandable high fidelity concepts that evolved the call center agent experience

-----

- -
- , wireframes, high fidelity comps that apply brand guidelines, service design blueprints, personas and prototypes.

- Strong skills in structuring and visualizing journey maps, service ideation, concept communication and specification.

-

- Responsible for articulating and mapping holistic view of the product experience by identifying critical touchpoints, how those touchpoints are connected, and how people experience the Mailchimp brand

- Led stage one of product conversion to Capital One brand design system conducting audits, creating tech documentation to ease collaboration with tech partners, releasing changes to production within two months

- Streamlined a three window experience into a single window offering associates the capability valuate vehicles and finalize deals faster

- Worked with the operations to conduct research on associate wellness and motivations, as well various case studies on productivity and the tools they used
- Partnered with the engineering to build a single source of truth, with components in sync between design and code
- Collaborated closely with engineering and product to develop a design library that unified the visual language, components, and frameworks of the Rebel product

raft system-level design elements which function across diverse user experiences, from diners to drivers, restaurants and internal users

- Partnering in creating high fidelity design assets for acceptance, development, and delivery to market in partnership with engineering
- Participated in translating complex ideas into understandable concepts that evolve and enhance the call center agent experience
- Advocated for call center agents through human centered design methodologies (like design research, service blueprinting, collaborative work session design and facilitation, rapid prototyping, and frameworking) to strategically define ideal workplace experiences across their digital tools