Erika Narvaez Cordero

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EXPERIENCE

TINUBU SURETY   Hybrid

Product Designer   *2023– Present*

- Make strategic design and user-experience decisions aligned with business vision and priorities.
- Drive the product discovery process based on strategic initiatives, contributing to the overall product strategy.
- Translate concepts into wireframes, proof-of-concepts, and mockups, leading to intuitive user experiences.
- Support the product strategy through research, wire framing, sketching, prototyping, and validation of user experiences.
- Direct the design of the component library and design system to ensure usability and maintain functional and visual consistency across the portfolio.
- QA all design work to manage the consistency of the design system, fostering a cohesive user interface.
- Collaborate effectively across multiple teams, including product management, engineering, client success, sales, and marketing.
- Evangelize good design practices throughout the entire company, serving as a customer advocate to ensure high levels of usefulness, desirability, and customer satisfaction.

OPTAVISE - CNO FINANCIAL GROUP   Remote

UX/UI Designer   *2019 – 2023*

- Directed multiple projects across the multiple B2B and SaaS application suites at Optavise, optimizing processes and eliminating reliance on external software, leading to substantial cost savings for the company.
- Oversaw the complete design lifecycle, fostering collaboration in product vision, roadmap, requirements, and project plans with project managers, developers, executives, and stakeholders.
- Applied user-centered design methodologies, qualitative and quantitative research, user interviews, user flows, wireframes, flow diagrams, storyboards, mockups, prototypes, and creating design libraries.
- Implemented best practices for design thinking and service design principles to create comprehensive and impactful user experiences.
- Cultivated the development of intuitive and inclusive design strategies, ensuring an unparalleled end-user experience.

WEB BENEFITS DESIGN - ACQUIRED BY CNO FINANCIAL GROUP   Orlando, FL

UX/UI Designer & Developer   *2014 – 2019*

- Mentored with an established LAMP development team, contributing to front-end development and design processes such as information architecture, flowcharts, user flows, task flows, service blueprints, and design systems,
- Designed wireframes, mockups, prototypes, and coded user interfaces for internal and external products, applying front-end skills to ensure a seamless user experience.
- Focused and constructed system thinking principle guides to address and resolve complex design and technology problems, ensuring a comprehensive and practical approach.
- Assessed user feedback from sales, marketing, and customer service managers, influencing design decisions to ensure alignment with end-user preferences and adaptability to evolving needs.

SKILLS AND TOOLS

- Expertise in product design, user experience (UX), and user interface (UI).
- Strong understanding of design principles, including color theory, typography, and composition.
- Advanced understanding of inclusive design principles and familiarity with accessibility standards, branding, hierarchy, typography, iconography, data visualization, and illustration.
- Competence in creating detailed design mock-ups, design systems, and interactive prototypes using a variety of design tools, methods
- Ability to work collaboratively with cross-functional teams, including product managers, engineers, and other designers.
- Excellent communication, presentation, and storytelling skills to articulate design concepts and rationale to stakeholders.
- Knowledgeable of version control systems, HTML, CSS, React, Angular, and using Storybook for design libraries.
- Proficient in technical writing and document creation using Markdown.
- Familiarity with Agile development methodologies and ability to work in a fast-paced, iterative environment.
- Enthusiastic system, process, and system designer.

EDUCATION

FULL SAIL UNIVERSITY   Winter Park , FL

Computer Science Bachelor's Degree   *2016*