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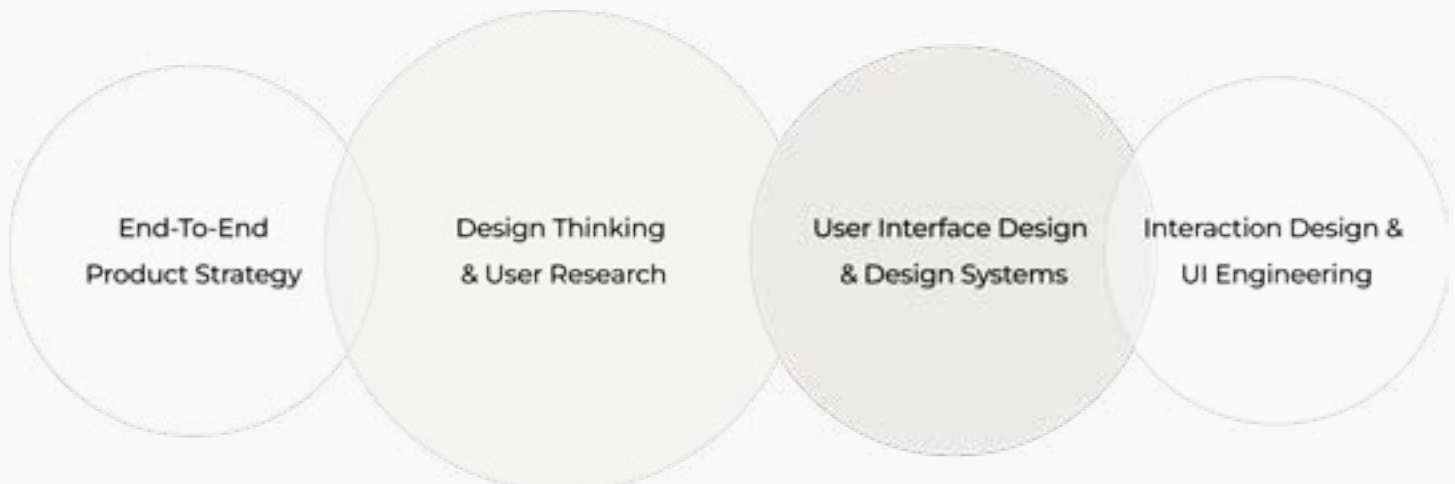
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Summary

I am a highly skilled Full-Stack Designer with over two decades of experience, specializing in UX Research, Design Thinking, UI/Product Design, Design Systems Creation, and Brand Strategy. I possess deep expertise in delivering end-to-end design solutions from user research to building and shipping scalable design systems using tools like Figma. My journey began in 2001 as a web developer, followed by six years in publishing and marketing as a digital graphic designer. In 2012, I transitioned into UI/Interaction Design, fully embracing UX/UI as my focus.

- 12 years in UI/UX Design & Research
- 7 years in Graphics, Branding & Illustration
- 4 years in Web Development (HTML, CSS, Sass, JS)



Experience

Principal User Experience (UX) Designer

Discover Financial Services [11/2021 to 4/2024]

- Led the digital user experience strategy using design thinking, wireframing, workflows from process mapping, and the design of the Standards Experience in the Discover Technology Academy (DTA).
- Redesigned self-assessments, increasing engagement and tripling the completion rate upon launch via Figma and the DTA Design System.
- Facilitated design research sessions for the CraftWorx team, establishing a set of best practices.

- Executed the digital transformation usability research study, including testing and validation of the API Center solution dedicated to managing APIs for our engineers and development partners.
- Standardized the UX research findings report, enabling UX designers to present findings that effectively communicated the usability and user-centricity of all solutions.
- Served as the UX Subject Matter Expert, developing and writing content for the Discover Technology Academy Workforce Development Experience.
- Evangelized tools such as Figma, Miro, Adobe Illustrator, Photoshop, Maze, and Jira, and provided mentoring and training on these tools to junior designers. While contributing over 20 new user-centric components to the Discover Technology Design System.
- Achieved a 10% increase in accuracy with the standardization of whiteboards, testing, and design systems within design teams via the design resource experience.

User Experience (UX) Design Manager

V12 Data previously Data Mentors [2/2020 to 7/2021]

- Led the ideation, and design of a new sales platform for V12 Data, leveraging AI to query, sort, and segment potential customers based on previous engagement performance.
- Utilized usability studies to design a solution that allowed automotive customers to self-service data purchases and track contextual behaviors to select the right customer segments.
- Led UX research and design of the Automotive Performance Dashboard, a data-driven solution that analyzed analytics and provided recommendations to customers based on campaign engagement.
- Responsible for leading the design and prototyping initiative of the PaaS platform, which played a significant role in The Porch Group's interest in V12 Data, ultimately leading to the company's acquisition.
- Spearheaded digital workplace transformations, and improving processes.
- Drove the redesign and improvement initiatives for the TorqATA platform in collaboration with the TorqATA team of engineers overseas in Ukraine.
- Used tools like Lucidchart, Adobe XD, Powerpoint to whiteboard, organize, and mock-up process maps derived from usability research on the Campaign Manager and within the Sales Department.
- Solved the heavily manual customer experience by reducing the need for manual purchase processing and campaign data delivery. As a result, I eliminated the necessity for the support team to handle in-person phone calls to assist customers in organizing data sets, processing payments, etc., with the launch of the V12 Product Platform.

User Experience (UX) Designer

SiteZeus [11/2017 to 12/2019]

- Contributed to the development of the product design system, aligning it with existing product components and introducing changes that significantly improved the scalability and sustainability.
- Grew the design team from three to six designers, focusing on hiring individuals with cross-functional skills. Also mentored junior developers, some eventually moving on to work for larger enterprises like Amazon.
- Led the development and design of SiteZeus's best-selling feature: the customer segmentation tool which analyzes social media data to sort customer bases according to behavioral preferences, enabling users to identify their largest customer segments.
- Lead Research studies and managed largest stakeholders like Subway, Jimmy John's, Burger King.
- Instrumental in designing and strategizing the Site Sonar feature, which allows customers to overlay heat maps on franchise deserts. This feature was crucial in increasing product subscriptions and attracted many customers from competitors who lacked this functionality.
- Used tools such as Lucidchart, Visual Studio, Node.js, HTML, CSS, JavaScript, React, Redux, and WordPress to execute a wide range of tasks, including designing, prototyping, and developing various components.
- Contributed to UI engineering, helping to build components in HTML and CSS, and played a key role in helping the engineering team understand the new design system to properly translate designs into code using the Bootstrap library as a foundation.
- Helped delegate incoming requests from product, support, engineering teams, and leadership, ensuring that tasks were appropriately assigned and efficiently executed.

Principal II User Experience (UX) Designer

Cardinal Solutions [8/2014 to 12/2017]

- Led Usability Testing, crafting intuitive designs backed by rigorous testing to ensure user-centered solutions
- Developed Design Systems, architecting cohesive, scalable, and robust design frameworks for various clients.
- Leveraged Enterprise Systems Expertise by working with platforms like SharePoint, Salesforce, ServiceNow, and Workday to enhance enterprise functionality.
- Created Executive and Usability Reports, delivering clear and cohesive documentation that translated user experience findings into actionable product design solutions.
- Led User Experience Efforts, prioritizing user delight at every touchpoint and driving UI design to create engaging visual stories.
- Conceptualized Presales Visual Strategies, developing approaches that prioritize user navigation and minimize friction.

- Elevated Client Relationships, uncovering hidden opportunities and spearheading contracts that aggregated over \$1.5 million, ensuring every relationship was nourished and maintained.
- Integrated User-Centric Design, applying a deep understanding of user-centered design to the product development process through usability testing, user interviews, and focus groups.
- Utilized Tools such as Lucidchart, Adobe XD, Adobe Illustrator, Sketch, and Microsoft SaaS solutions for service apps, while also demonstrating proficiency in Microsoft Tools and AWS Cloud Services.
- Achieved Multi-Disciplinary Contributions, reaching 136% billability by contributing across multiple areas including research, strategy, design, UI engineering, and development, while managing a wide range of responsibilities.

User Experience (UX) Designer

Mad Mobile [2/2012 to 8/2014]

- Demonstrate expertise as a seasoned Senior UX Designer specializing in Native iOS and Responsive Mobile Applications with a proven track record of steering complex design projects from concept to completion.
- Integrate user needs with business objectives, transforming research insights into practical, impactful designs. Excel in communicating and aligning design strategies with stakeholders at all levels, ensuring a unified vision and effective teamwork.
- Directed mobile design initiatives, tailoring responsive experiences for high-profile clients such as Office Depot, MLB Baseball, Interstate Batteries, Victoria's Secret, and Zenni Optical.
- Cultivated a culture of innovation and teamwork by mentoring junior designers and advocating for a user-centered, agile design process.
- Utilized coding skills in HTML, CSS, and JavaScript to collaborate closely with development teams, ensuring seamless integration and implementation of design prototypes.
- Led strategic planning sessions that aligned design efforts with broader business goals, facilitating cross-functional collaboration to enhance project outcomes.
- Spearheaded a pilot program that significantly increased new customer acquisition, adding over \$4 million in business value, demonstrating strategic impact on growth and brand enhancement.
- Implemented design improvements based on usability studies and user research, resulting in higher customer satisfaction and engagement.
- Earned industry-wide recognition for leadership in creating user-centered designs, setting benchmarks for excellence in mobile UX design. Interaction Designer

Education

Bachelors in Arts, Design and Visual Communications

International Academy of Design and Technology (IADT) [2012]

Certifications

Certified Practitioner of Human-Centered Design

LUMA Institute [2023]

Lean Six Sigma Green Belt Certification – Level II

The New York Times [2012]

Skills

- User Experience Research
- Strategic Planning
- Product Definition
- Audience & Personas
- Qualitative Research
- Problem Solving
- User Journeys
- Business Storytelling
- Creative Ideation
- Stakeholder Management
- Content Strategy
- Information Architecture
- Wireframing
- Iterative Design
- Product Design
- Design Systems
- Responsive Design
- Data Visualization
- Digital Illustration
- UI Engineering
- Tailwind System
- Figma
- Adobe XD
- Lucidchart
- Miro/Mural
- Software as a Service (SaaS)
- B2B Frameworks
- Coaching & Mentoring