FRANCIS PUJOLS

Senior Product Designer | User Experience Design | User Interface Design | Empowering Coach & Mentor

EXECUTIVE SUMMARY

Accomplished product designer, UX and UI leader with over eight years of experience driving impactful solutions across diverse industries and company scales. Demonstrated excellence in pioneering product design with a commitment to continuous improvement and organizational development. Offers an exceptional blend of technical proficiency alongside a strong emphasis on empathy and collaboration, driven by a desire to empower others to achieve success. Proficient in leveraging data to optimize user satisfaction and enhance overall product experiences, ensuring intuitiveness and visual appeal. A passionate advocate for leadership and coaching, boasting 5+ years of experience mentoring UX design students and championing accessibility within the industry.

EXPERTISE

- Product Design
- User Experience Design
- User Interface Design
- UI Animation
- Team Leadership & Coaching
- Project Management
- Continuous Improvement, Optimization
- Cross-Functional Collaboration
- Startups & Enterprise Organizations

PROFESSIONAL EXPERIENCE

PAYCHEX (Remote- NY)   **2021 – Present**

Leading provider of integrated human capital management solutions for payroll, HR, retirement, and insurance services for small- to medium-sized businesses.

Product Designer

Recruited to enhance the user experience for millions of users within the benefits sector. Provided leadership to a team encompassing a UX Manager and UX Lead, creating a culture of collaboration and high-performance.

- Partnering with diverse stakeholders, including Managers, Product Owners, Product Designers, Developers, Product Design Leads, and UX Writers, ensuring alignment and cohesion across departments.
- Developing user testing-ready prototypes, user flows, and comprehensive designs, facilitating smooth handoff processes to developers.
- Initiated and led the development of a design system tailored for a newly acquired product, streamlining design processes and ensuring consistency across the platform.
- Pioneered a process for seamless collaboration with content designers, enhancing communication and efficiency within the team.

DESIGN LAB (Remote- NY)   **2020 – 2023**

California-based school specializing in UX design, offering comprehensive training for designers of all levels, with graduates frequently securing positions at tech companies including Apple, Amazon, and Meta.

UX Design Mentor (Contract)

- Directed designers of all skill levels, ranging from novices to seasoned professionals, in refining their abilities and mastering diverse facets of UX.
- Offered personalized coaching in specialized UX domains, including Data-Driven UX and Product Design, ensuring a well-rounded skill set among mentees.
- Empowered mentees to excel in their career trajectories, evidenced by numerous students securing coveted roles in leading tech enterprises like Truist and VF Corporation.
- Shared practical industry insights and real-world knowledge to prepare mentees for the dynamic challenges of the evolving UX landscape.
- Championed the significance of user-centric design principles, fostering a fervent commitment to creating impactful and user-friendly experiences among mentees.

CAREERFOUNDRY (Remote- Berlin, Germany)   **2017 – 2022**

Online education platform specializing in courses and programs in tech-related fields, particularly in web development, UX design, UI design, and data analytics.

User Interface Design Mentor (Contract)

Providing support to 50+ students in improving their UI/UX skills, preparing them for entry-level design positions.

- Reviewed and critiqued more than 1000 student submissions, offering constructive feedback to enhance their design abilities
- Partnered with students to improve their design skills and increase the success rate of their portfolios by 70%

SCOPIC SOFTWARE   **2019 – 2021**

UX Studio specializes in crafting exceptional user experiences tailored for startups.

Product Designer
- Successfully redesigned multiple websites, resulting in a 60% increase in conversion and customer satisfaction rates.
- Collaborated on 8+ design projects, contributing from ideation to the creation of High-Fidelity Prototypes.
- Key involvement in the design and development of Runthisone.com, a platform boasting over 100k active users.

CREATIVE PERCENT   **2019 – 2019**

New York-based UX Studio specializing in various aspects of UX Design, including Product, Conversion Rate Optimization, Website Design, and Native App Design.

Visual Product Designer
- Worked with teams of designers and developers on UX Design projects for over 5 clients, resulting in notable improvements to product usability.
- Enhanced design workflow efficiency, leading to a productivity boost of over 30%.
- Created user interfaces and user experiences for digital products and applications.
- Conducted user research to gather insights and guide design decisions. Developed wireframes, prototypes, and mockups to visualize design concepts.
- Conducted usability testing and collected feedback for iterative design improvements.

FLYING SAUCER STUDIO (Remote- NY)   **2017 – 2018**

Specializes in creating tailored and exceptional user experiences, the UX Studio is dedicated to elevating startups through innovative design.

Product Designer
Brought on to the organization to collaborate with researchers and fellow designers to develop user flows and experiences for over 15 brands, aiming to enhance their online visibility and engagement.

- Partnered with key stakeholders to propose and implement design solutions tailored to address diverse client challenges, resulting in a remarkable increase in conversion rates exceeding 70%.
- Designed user interfaces and product animations for client applications utilized by thousands of users, ensuring optimal usability and enhancing overall user experience.

DIX DIGITAL AGENCY   **2015 – 2017**

Creative agency supporting local and international companies in branding, product development and experience creation.

Product Designer
- Designed Android and iOS interfaces for leading companies in the Dominican Republic, attracting over 1 million clients and generating thousands of dollars through onsite activations.
- Achieved a 35% increase in sales for e-commerce websites by implementing website and mobile application redesigns, optimizing user experience and maximizing conversion rates.

NOTABLE PROJECTS

Okus | UI, UX and Creative Direction
- Pioneered a UX design project for an educational platform aimed at bridging the gap between technology and education in the Dominican Republic.
- Collaborated with developers over a 6-month period to progress from conceptualization to the launch of a beta version, which underwent testing in multiple schools.
- Designed and refined over 15 screens across the user journey, incorporating valuable insights gathered from user testing to enhance the product's usability and effectiveness.

Park and Go | UX and UI
- Directed the comprehensive redesign of the application, created to streamline parking payment services, allowing users to pay with their credit cards from their smartphones.
- Improved user flows and crafted a visually appealing interface design, attracting significant attention from multiple investors

EDUCATION
Coursera | Design for Accessibility
Cadiz University of Spain | Technology Management Degree
CareerFoundry | Human Interaction Design
ITLA | Associate Degree in Visual Communication

AWARDS
Brothers Creative Direction School | Second Place, Design Competition

TECHNICAL SKILLS
Software: Figma, Sketch, Adobe Creative Suite, Invision, After Effects, Slack, HTML/CSS
UX: User Research, Personas, Storyboarding, Wireframing, Interaction Design
UI: Visual Design, Prototyping, UI Animation