

DESIREE VAZQUEZ

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PROFESSIONAL SUMMARY

Innovative design professional with over 7 years of experience in design work with expertise in Figma, user-centered design, information architecture, and interaction design. Spent the last 4 years developing products, building design systems, and collaborating with cross-functional teams. Passionate problem-solver with a talent for discovering elegant solutions to solve those problems.

WORK HISTORY

Relatus - *Design Director*

Remote, CA • 06/2020 - Current

- Instigate and art direct the creation of original app designs using wireframes and flow charts in Figma, established color palettes, and developed data visualization diagrams.
- Collaborated with a cross-functional Product Development team and Product Leader to develop company logo and branding, resulting in a 10X increase in digital impressions and brand recognition.
- Supervised entire design process and made critical technical decisions, ensuring seamless execution and adherence to design principles, resulting in reduced development time and improved product quality.
- Played a key role in assisting Product Team in the development of features and functionality, contributing to an increase in user engagement and satisfaction.
- Effectively communicated the company's creative vision to engineering teams and stakeholders, fostering alignment and achieving improvement in product cohesiveness.
- Assisted the Marketing team by creating compelling content and graphics for the company's social media presence, resulting in online engagement and brand visibility.
- Developed wireframes, decision tree diagrams, and flow charts to optimize the user experience, leading to a decrease in user friction and an increase in conversion rates.
- Initiated and art-directed the creation of original app designs using wireframes, flow charts, and established color palettes in Figma, resulting in an improvement in visual appeal and user interface intuitiveness. Additionally, developed data visualization diagrams that enhanced data comprehension.

BCV Architecture - *Job Captain*

New York, NY • 04/2019 - 03/2020

- Collaborated with cross-functional teams to develop innovative design concepts that surpassed client expectations, combining aesthetics and

SKILLS

- Product design, concept, and realization
- Data Visualization
- User Interface Design
- User Experience Design
- Design System Development
- Interaction Design
- Information Architecture
- Figma
- Lucid Charts, Overflow
- Jira/ Confluence, ClickUp
- Adobe Photoshop, Illustrator, and InDesign

EDUCATION

Pratt Insitute

New York, NY

Master of Arts Design Management

Florida International University

Miami, FL

Master of Arts Interior Architecture

functionality to deliver exceptional user experiences.

- Prepared and delivered compelling presentations, effectively communicating design concepts and material samples, resulting in successful stakeholder buy-in and project approvals.
- Worked closely with clients and brand representatives to ensure design concepts aligned with their brand identity and market positioning, resulting in increased customer engagement, and brand loyalty.
- Played a pivotal role in preparing schematic design and design development, ensuring seamless integration of features and adherence to project requirements, optimizing production efficiency, and reducing time-to-completion.
- Conducted rigorous reviews of design documentation, meticulously ensuring conformance with intended design intent and industry standards, minimizing errors, and enhancing product quality and reliability.

Edge Interiors - *Self Employed*

Miami, FL & New York, NY • 11/2015 - 01/2020

- Orchestrated and delivered interior design projects with meticulous planning and prioritization, consistently achieving objectives and surpassing target dates, resulting in on-time project completion and client satisfaction.
- Fostered collaborative relationships with clients, contractors, and suppliers, effectively serving as a reliable resource and establishing a network of trusted partnerships, leading to seamless project execution and outstanding interior design solutions.
- Demonstrated a commitment to excellence through continuous professional development, actively participating in industry-related education and staying updated on emerging trends and innovations, enabling the provision of expert consultation and referrals for highly effective and tailored interior design plans.

Jennifer Post Design - *Senior Designer*

New York • 11/2017 - 08/2018

- Led and managed 2 high-end residential projects, providing visionary design leadership from concept to completion, resulting in exceptional living spaces that exceeded client expectations.
- Developed innovative concept designs and conducted architectural planning, optimizing space utilization and creating luxurious environments that garnered industry acclaim and heightened client satisfaction.
- Meticulously curated material selections, ensuring the use of premium materials that reflected the desired style and sophistication of the projects, resulting in exquisite finishes and elevated visual appeal.

SOJO Design - *Lead Designer*

Miami Beach, FL • 04/2016 - 11/2017

- Served as a Project Manager and Design Team Leader, overseeing high-end residential design projects from initial inspiration to final installation, delivering exceptional results that exceeded client expectations.
- Led a design team in executing the vision for high-end residential projects, fostering collaboration and ensuring seamless coordination among team members, resulting in cohesive and exquisite designs.
- Successfully managed the coordination of various project elements,

including design, procurement, and construction management, ensuring smooth project execution, timely completion, and unparalleled attention to detail throughout the entire process.

Dupoux Design - *Design Consultant*

Miami, FL • 08/2015 - 03/2016

- Spearheaded the River Yacht Club Restaurant project, a vast 35,000 square feet space, overseeing all aspects from concept development to installation, resulting in a visually captivating and highly functional dining experience.
- Created and delivered compelling concept and mood presentations, effectively conveying the desired ambiance and design vision to stakeholders, leading to unanimous approval and enthusiastic support for the project.
- Provided on-site coordination and supervision, ensuring seamless execution of design elements, timely completion of tasks, and adherence to quality standards, resulting in a flawless installation and successful realization of the project's design intent. Additionally, managed sourcing and purchasing of goods, guaranteeing the procurement of high-quality products that enhanced the overall aesthetic and functionality of the space.