

# Julissa Zavala

## Product Designer

julissazavala.com

hello@julissazavala.com

(615) 631-6467

### Summary

Experienced Product Designer with a proven track record in end-to-end feature design and a history of collaborating cross-functionally with team members to contribute to the overall product strategy.

### Skills

Wireframing  
Rapid Prototyping  
User Research  
User Flows  
Usability Testing  
Information Architecture  
Product Strategy  
Stakeholder Management  
Illustration

### Tools

Figma  
Figma  
Zeplin  
Miro  
Dovetail  
Mixpanel  
Storybook  
Jira  
HTML & CSS  
Adobe Illustrator  
Webflow

### Education

#### **B.A. in Child Study & Human Development / Minor in Studio Art**

Tufts University 2016

### Experience

#### **Product Designer** / New Visions for Public Schools

August 2021 - Present

> Own High School and Shelter verticals, partnering with product managers on feature development and overall product strategy

> Collaborated with Lead Designer to create a new design system, leading the overhaul of the design system's iconography and the creation of a new illustration library

> Proposed and spearheaded creation of research repository in order to make user insights easily retrievable and accessible across the product team.

> Lead user research sessions and usability tests to understand user needs and validate design solutions

#### **Market Research Specialist** / NewtonX

October 2019 - April 2020

> Prioritized market research initiatives to collect data on industry trends, market needs, and pain points