IVELISSE CAPELLAN

PRODUCT & UX DESIGNER

imcapellan@outlook.com

imcapellan.com

https://pr.linkedin.com/in/ivelissecapellan

Seattle, WA

SKILLS

Fluency in UX, visual and interactive design best practices,
User research,
Wireframes,
Information architecture,
Journey mapping,
User interaction,
Storyboards,
Visual design,
Design mentorship,
Product design strategy,
Team Recruiting,
High fidelity prototyping and mock-ups.

I'm a product and UX designer experienced in problem solving and connecting the needs from engineering, design and business through a deep understanding of customers' needs.

ACCOMPLISHMENTS

- Designed new experiences to optimize upsells from Saver to Main, which generated an increase in conversion rate by 0.8% through the booking purchase path.

- Designed in collaboration with program managers and engineers the new streamlined Bluetooth pairing experience Swift Pair; the new experience allowed the user to quickly pair their Bluetooth device reducing the number of user's clicks by 80%.

- Created the foundation of a design system reducing content development by 50% and increasing productivity in design sprints by 25% by driving consistency and usability patterns across the entire organization for the Storyline content management system.

- Re-designed user experience for the Icon Font Viewer tool, a WDG library with 3,500+ icons, and worked with engineers to refresh the interface offering more features and increasing production flow efficiency in the Windows group.

- Collaborated and participated in hiring decisions in the recruitment process of new product designers in addition to onboarding the new hire.

- Generated fully interactive HTML prototypes built on the Microsoft Web Framework and ensured that the design met Microsoft branding standards for the Windows Community Website which supported and accelerated the front-end engineering development by 50%.

TOOLS:

Adobe Illustrator,
Adobe Photoshop,
Adobe XD,
Zeplin,
Sketch,
Invision and Flinto Prototyping,
Abstract,
Balsamiq,
Justinmind prototyper,
Axure,
HTML,
XAML,
Microsoft Web Framework,
Basics in: Bootstrap, CSS and
JavaScript.

LANGUAGE:

Fluent in Spanish and English.

EDUCATION:

Master of Arts in Cultural
Management, June 2014
University of Puerto Rico.
Rio Piedras Campus - San Juan,
PR.

Bachelor of Science in Chemistry,
June 2011
University of Puerto Rico.
Rio Piedras Campus - San Juan,
PR.

CERTIFICATIONS:

UXC (UX Certificate)
Nielsen Norman Group, July
2020, Credential ID: 1033654

WORK EXPERIENCE

Product Designer

ALASKA AIRLINES ⋯ SEATAC WA
MARCH 2019 - PRESENT

MERCHANDISING & SEARCH
October 2019 – Present

Principal product designer leading the digital merchandising framework, with the goal to increase ancillary revenue, optimize, and deeply understand our product offerings to provide value to our guests at the right time and place to drive an addition of +250M incremental revenue.

- Designed new experiences to optimize upsells from Saver to Main, which generated an increase in conversion rate by 0.8% through the booking flow.

- Designed and released a new upsell mobile experience from a Saver fare to Main for meta users (e.g. Kayak) which minimized cognitive load and increased product transparency and recognition during upgrade process.

- Collaborated with product managers and developers as the lead designer in the creation of new components for the design system which supported the creation of a contribution model between developers and designers.

- Built product voice and tone documentation for upsell experiences, which increased consistency in the UX writing and user interaction for each of our main products (Saver, Main, First Class and Premium Class).

- Created a journey asset mapping for the booking and post-booking flow in order to connect the path to purchase strategy and define new business opportunities.

- Mentoring junior designers within the Sell team to promote growth and career development.

- Worked on discovery design to increment product visibility and increment the understanding around the upgrading process to Premium Class on the seat map.

- Leading tactical and foundational user research.

SEATS & ANCILLARIES
March 2019 – September 2019

Product designer for the seats and ancillaries team, from which I led the creation of foundational and tactical user research.

- Ensured a consistent user experience throughout the process of decoupling a system, from a monolithic

  application from which the system is responsible for over $160M annually.

- Built a seat map taxonomy, which impacted the development team in creating a common language to connect the front-end and back-end architecture.

- Led tactical qualitative foundational user research for the seat map to define the guest interaction and mental model.

- Led the creation and execution of design workshops with third party ancillaries, which drove the creation of guidelines for ancillary experiences within the entire company. This effort improved the collaboration time by 30%.

- Led the Sell design summer internship experience, where I mentored designers and supported researcher interns.

Senior User Experience Designer

SINCLAIR BROADCASTING ⋯ SEATTLE, WA
FEBRUARY 2018 – MARCH 2019

Lead designer for Sinclair content management system (Storyline), which publishes news, weather and sports content 5,000+ stories and VOD daily to 200+ websites, mobile apps, and OTT apps across US.

- Created a new design language system reducing content development by 50% and increasing productivity in design sprints by 25% by driving consistency and usability patterns across the entire organization.

- Created and grown a team of 3 marketing designers into a successful team of product and visual design team. Managed projects for the team, defined specific roles and worked in close partnership with product and engineering.

- Facilitated workshops (leading research, persona development and customer journey mapping) across the design teams increasing organization collaboration with design team by 60%.

- Applied user-centered design methods to create and validate business requirements for new features that will decrease the time spent on building news stories, increase the production of stories and page views.

- Collaborated and participated in hiring decisions in the recruitment process of new product designers in addition to onboarding the new hire.

User Experience Designer

MICROSOFT ⋯ REDMOND WA
MAY 2016 – JANUARY 2018
Windows Design Group (Contract – Allovus)

- Designed in collaboration with program managers and engineers the new streamlined Bluetooth pairing experience Swift Pair; the new experience allowed the user to quickly pair their Bluetooth device reducing the number of user's clicks by 80%.

- Re-designed user experience for the Icon Font Viewer tool, a WDG library with 3,500+ icons and worked with engineers to refresh the interface offering more features and increasing

production flow efficiency. Improved the time spent on the search experience in the Icon Font Viewer tool by 50%.

- Defined information architecture and interaction design for several complex internal tools using user flow diagrams, site maps and interactive wireframes which improved internal processes for customer service from the engineering team.

- Designed the initial user experience and content strategy for the new Windows Community website, which generates content to impact users across the world to learn about the Windows engineering team and new features.

- Generated fully interactive HTML prototypes built on the Microsoft Web Framework for the Windows Community Website which accelerated the front-end engineering development by 50%.

- Conducted in-person user interviews and click-throughs for usability testing in a content management system for researchers.

Product Designer

INTERNET VISION DEVELOPMENT ⋯ PUERTO RICO
SEPTEMBER 2015 – DECEMBER 2015

- Designed 5 Mobile Applications for iOS and Android with an intuitive navigation to maximize user engagement and powerful brand identity. Developed maps, mockups and user personas for every mobile experience.

- Built prototypes in XCODE for iOS mobile applications and the front-end experience for a Museum of Music Windows 8 application by using XAML in Visual Studio.

Developer Experience and Citizenship Coordinator
MICROSOFT ⋯ PUERTO RICO
JULY 2013 – JULY 2015

- Developed and executed project management plans and branding for the Microsoft YouthSpark Grant: "JumpStart Puerto Rico", providing technological and entrepreneurial educational trainings for 1,000+ youth in Puerto Rico.

- Collaborated in the JumpStart Elite accelerator community at Microsoft Puerto Rico as the product designer lead, which impacted and supported the creation of 20+ startups.