

# Wilmarie Huertas, Product Designer

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## Skills

Design Systems | Visual Design | User Experience | User Research | Accessibility

## Software

Figma | Adobe CC | Dovetail | Mural | UserTesting

## Experience

### Product Designer | Harvard Business Publishing October 2021-Present

- o Currently leading the design and development of HBR/Spark, resulting in 23% of customer migration and adoption since May 2024.
- o Architect of HBP's new enterprise-level design system used across 4 different products in our ecosystem.
- o Led Harvard ManageMentor's redesign, boosting our customer retention rate by 43%.

### Founder and Lead Designer | Lakeshore Studios June 2021-Present

- o Managed and delivered over 18 projects, ranging from UX design and user research to branding and graphic design, resulting in a 89% client retention rate.
- o Developed creative design solutions tailored to client needs, enhancing user engagement and brand visibility for clients across various industries.

### Marketing UX Designer | Curriculum Associates February 2019-August 2021

- o Steered strategic decisions for the redesign of Curriculum Associates' corporate website by facilitating design workshops, conducting competitive market analysis, and generating innovative concepts.
- o Spearheaded the creation, maintenance, and implementation of the website's design system in collaboration with Marketing, Development, and Content teams.
- o Identified and executed accessibility enhancements, significantly improving the website's user experience.

### Interactive Designer | Barton Associates April 2017-February 2019

- o Collaborated with the Director of Marketing to design and develop digital marketing campaigns, enhancing brand visibility and engagement.
- o Designed and supervised the development of internal websites, ensuring alignment with business objectives and user needs.
- o Partnered with creative agencies to design and develop interactive tools for Barton's website, improving user interaction and experience.
- o Managed the Junior Graphic Designer and led the overall art direction for Barton's marketing strategies and business ventures, driving creative consistency and innovation.

## Other Experience

UX Design Fellow   inkD Lab at NEU	October 2017-April 2018
Multimedia Designer   Northeastern University OEL	September 2016-December 2017
Motion Graphics Designer   Simply Interactive Inc	September 2021-December 2015

## Education

MPS, Digital Media, Interactive Design   Northeastern University	2015-2018
Certificate, User Experience for Human-Computer Interaction   MIT	2018-2018
Digital Publishing, Graphic Design   Savannah College of Art and Design	2014-2015