



Freya Vazquez

Associate Director, Senior Service Designer

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STRENGTHS

- Strategic Visionary**
Enabled company-wide transformation by aligning design thinking with business outcomes, which resulted in greater stakeholder buy-in.
- User-Centric Approach**
Transformed design ideation processes by incorporating user feedback extensively, ultimately elevating product usability landmarks.
- Effective Collaborator**
Worked closely and transparently with functional teams, building trusting relationships that propelled project timelines forward smoothly.
- Mentorship Focus**
Fostered growth of junior staff by designing tailored coaching tracks, enriching team capabilities and performance significantly.
- Innovative Thinker**
Introduced novel design methodologies which have now become standardized processes, helping to maintain the company's competitive edge.

SKILLS

User Experience Design

Service Design | Product Design

User Research | Figma | Adobe XD

Agile Methodologies

Team Leadership

Strategic Planning

Conversational AI Design

User Interface Design

Emerging Technologies

SUMMARY

Driven service designer with over eight years of experience in user experience and product design. A proven leader in delivering complex, enterprise-wide digital solutions highlighting a strong portfolio. Proficient in user research methodologies and strategic solution delivery. Passionate about integrating GenAI trends to enhance both client and employee experiences. Demonstrated ability to build high-performing teams through mentorship and collaboration. Always focused on aligning design strategies with business objectives while fostering innovation within the organization.

EXPERIENCE

Senior Service Designer

Innovative Design Solutions | January 2021 - Present | Chicago, IL

Leader in driving design excellence across enterprise-level projects leveraging GenAI. Responsible for oversight throughout the service design lifecycle and ensuring delivery aligns with business goals.

- Spearheaded the design of various GenAI initiatives, improving user interaction significantly.
- Managed the comprehensive service design process from research phases to creating actionable blueprints.
- Implemented emerging GenAI trends into service frameworks, strengthening team's innovative output.
- Forged cross-functional partnerships, influencing senior leaders and aligning project objectives.
- Mentored junior designers to cultivate their skills in GenAI-focused design principles.
- Articulated complex design proposals to stakeholders, translating insights into implementable solutions.

Product Designer

Creative Tech Group | June 2017 - December 2020 | Los Angeles, CA

Key contributor in refining user-centered designs for diverse platforms, enhancing overall end-user engagement through effective collaborations and technical feasibility checks.

- Led initiatives in user research, gathering data that redesigned user interfaces across platforms.
- Collaboratively aligned with engineering teams to bridge design concepts with technological limits, ensuring quality results.
- Utilized tools like Figma and Adobe XD to craft intuitive designs, boosting customer satisfaction ratios.
- Participated actively in team brainstorming sessions, contributing valuable feedback on design concepts.
- Established best practices that propelled improved design processes and standards company-wide.
- Enhanced visibility of design functionalities by developing prototypes guided by thorough usability testing.

PROJECTS

Enterprise-Wide GenAI Implementation | December 2025

Executed comprehensive project focusing on implementing AI-driven user experience features across platforms; transformed operational efficiency as a result.

Cross-Functional User Experience Initiative | March 2024

Drove collaborative effort spanning multiple departments, yielding a cohesive strategy for enhanced user engagement metrics through innovative design solutions.

Design Thinking Practices

Mentorship Practices

Digital Strategy

LANGUAGES

English Native

Spanish Proficient

MY CAREER



● Senior Service Designer at Innovative Design Solutions (5.4 Years)

● Product Designer at Creative Tech Group (3.5 Years)

LEADERSHIP & AWARDS

- Design Excellence Award for outstanding contributions to enterprise design projects.
- Innovative Leadership Recognition for mentoring new talent in adapting GenAI frameworks.

EDUCATION

Bachelor of Arts in Graphic Design

University of Illinois 🎓 GPA: 3.8 📅 2016 📍 Champaign, IL

Coursework: *Graphic Design, User-Centered Design, Visual Communication, Digital Media*

CERTIFICATIONS

- Certified UX Designer 📅 2025
- Adobe Certified Expert 📅 2025

TECHNICAL SKILLS

- **Design Tools:** Figma, Adobe XD, Sketch
- **Project Management Software:** Trello, Asana, JIRA
- **Research Methodologies:** Surveys, Usability Testing, A/B Testing
- **Development Frameworks:** React, Angular, Vue.js
- **Design Principles:** User-Centered Design, Agile UX, Responsive Design
- **User Analytics Tools:** Google Analytics, Hotjar, Tableau
- **Collaboration Platforms:** Slack, Microsoft Teams, Confluence
- **Coding Languages:** HTML, CSS, JavaScript
- **Cloud Platforms:** AWS, Azure, Google Cloud
- **Quality Assurance Procedures:** Test Cases, User Acceptance Testing, Regression Testing

PROFESSIONAL AFFILIATIONS

- Member of UX Design Association, engaging regularly in workshops and community events.
- Active participant in local design meetups, collaborating with fellow professionals to share knowledge and innovate.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST