



# Freya Vazquez

## Associate Director, Senior Service Designer

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### 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.

### 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

### 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.

### LEADERSHIP & AWARDS

- Design Excellence Award for outstanding contributions to enterprise design projects.

Conversational AI Design

User Interface Design

Emerging Technologies

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)

- 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