

# Andrea Vega, Senior Product Designer

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## Professional Summary

Lead/Senior Product Designer with 8+ years transforming complex financial and enterprise workflows into intuitive, high-performing digital experiences. I specialize in UX strategy, loyalty programs, onboarding flows, and design systems, pairing strategic direction with hands-on execution. I partner with cross-functional teams to shape product vision, improve KPIs, and elevate customer journeys while mentoring designers and strengthening UX practices.

## Skills

UX/UI, Design Direction, UX Research & Strategy, AI Prototyping, Interaction Design, User Flows, Journey Mapping, Usability Testing, A/B Testing, Information Architecture, Design Systems, Accessibility (WCAG), Branding & Concepting, Public Speaking, Mentorship, Cross-Functional Leadership, Spanish Fluent

## Tools

Figma, FigJam, Figma Make, Slides, Webflow, Framer, Relume, Photoshop, Illustrator, After Effects, Jitter, Zeplin, Jira, Confluence, Asana, Notion, GenAI Tools (ChatGPT, Fintech Insights), HTML/CSS Basics, Cinema4D

## Professional Experience underlined = project links

### Lead Product Designer, PenFed Credit Union (July 2025 – Present)

#### *Loyalty Program — Lead Product Designer*

- Defined UX vision and long-term roadmap for PenFed's new Loyalty Program.
- Partnered with C-suite leaders to establish KPIs, success criteria, and north-star experience principles.
- Ran competitive research and member insights analysis to identify loyalty drivers & friction points.
- Translated findings into feature prioritization, journey maps, and experience frameworks.

#### *Multi-Product Onboarding Application — Lead Product Designer*

- Leading end-to-end redesign of onboarding applications for Deposits, Auto Loans, and Personal Loans.
- Defined user scenarios, journey maps, and multi-step application logic.
- Built internal documentation & Confluence roadmaps for cross-functional alignment.
- Mentor a senior designer and facilitate critiques, workflow structure, and oversee design system creation.

*Global Navigation Redesign:* Built a responsive Mega Menu Design System that improved usability, design consistency, and scalability across all product surfaces, 100+ page ecosystem overhaul.

### Senior Product Designer, PenFed Credit Union (May 2022 – July 2025)

- Created a unified, scalable onboarding framework improving clarity, speed, and decision points.
- Redesigned Personal Loans site, increasing loan acquisitions by 17% and organic traffic by 24%.
- Led Auto Loans site redesign = 45% boost in loan engagement + 30% increase in new member signups.
- Created scalable Figma Design System Templates = 20% faster delivery speed + reduced QA rework.

## **UX Designer, PenFed Credit Union** (Nov 2019 – May 2022)

- Designed sweepstakes microsite: generated \$2.5M+ new Auto Loans + 30% increase new member signups.
- Produced responsive UI designs, templates, user flows, and prototypes across multiple business lines.

## **Webflow Designer, Freelance** (Feb 2020 – Present)

- Deliver UX UI designs, web development, branding, strategy, UX copywriting for entrepreneurs and small businesses across interior design, fitness, finance, construction, lifestyle, and service industries.
- Provide SEO-optimized packages, visual identity, and digital marketing assets to grow brand presence.
- Design engineer 3D elements and video into interactive websites.

## **UX Designer, DMI** (Sept 2017 – Oct 2019)

- Redesigned Hershey Park App, introduced HPGO wearable tech band experience, resulting in a 30% uplift in user engagement and 22% increase in app store ratings. ([view work](#))
- Created Augmented Reality campaigns for VAtom's blockchain NFT wallet app, increasing session time by 35% and improving user onboarding through immersive interactions. ([View work](#))

## *Lead UX Designer (Deloitte Consultant) — MD THINK*

- Designed Maryland's Department of Human Services first cloud-based data system on AWS, improving site performance by 78%, enabling 90% more residents to access social services. ([View Work](#))
- Led research, moderated testing, modernized outdated legacy system into unified platform with engineers.
- Platform analytics supported the STOP Act 2022, reducing 40% of overdose cases in Maryland.

## **UX UI Designer Intern, Wongdoody LA** (May 2016 – Sept 2016)

- Developed high-fidelity prototypes and branded visuals for new business pitches (Microsoft Teams, Benefit, TMZ). Collaborated with Art Directors and Copywriters to deliver creative concepts under tight deadlines.
- Designed interactive kid's learning device for Cedars-Sinai Hospital to increase efficiency patient interaction.

## **Digital Developer Intern, VCU Marketing** (Jan 2016 – May 2016)

- Established website redesign taxonomy and created UX / UI principles.
- Designed digital ads, resolved maintenance bugs, and updated site content.

## **Web Designer, Good PAC Co.** (April 2015 – Sept 2015)

- Created brand identity, media assets, UX copy, and built out the company website on WordPress.

## **Education**

**M.S., Business & Branding / Experience Design — VCU Brandcenter** (2015 – 2017)

**B.S., Advertising & Media; Minor: Graphic Arts — Radford University** (2011 – 2015)

**Communications: Media & Society — University of London** (2010)