

Andrea Vega, Lead Product Designer

New York City | [LinkedIn](#) | [dreavega.com](#) | andreajvegaa@gmail.com | 703.576.2385

PROFESSIONAL SUMMARY

Lead Product Designer with 8+ years simplifying complex financial and enterprise systems. Experienced in B2B platforms, loyalty, design systems, and platform migration across AEM and Salesforce environments. I combine systems thinking with hands-on UX/UI, creative direction, research, AI prototyping, and delivery through QA.

EXPERTISE

STRATEGY & SYSTEMS	RESEARCH & DELIVERY	CRAFT & PROTOTYPING
Product Strategy, Enterprise UX, Complex B2B Workflows, Design Systems, Information Architecture	UX Research, Usability Testing, Research Synthesis, Accessibility, Design QA, Stakeholder Leadership, Mentorship	UI Design, Interaction Design, Visual Systems, Brand Identity, Creative Direction, Motion Design, AI-Prototyping

TOOLS

Figma, FigJam, Figma Make, ChatGPT, Claude, Framer, Webflow, Jira, Confluence, UserTesting, Adobe Creative Suite, Notion, HTML/CSS

PROFESSIONAL EXPERIENCE

Lead Product Designer, PenFed Credit Union

July 2025 to Present

MEMBER REWARDS

- Developed the original Member Rewards concept and vision alongside leadership, and built key stakeholder buy-in across product leadership.
- Led the end-to-end member experience across mobile, web, and public acquisition, translating complex program logic into clear qualification, progression, and account-level experiences.
- Established the cross-platform UX/UI system with a Lead Salesforce Product Designer, aligning the experience with Salesforce Lightning and legacy platform constraints.
- Created the Member Rewards visual identity, logo, tier system, and promotional website, extending one cohesive design language from acquisition into the product.
- Led research and validation with 109 participants, achieving 90% comprehension of rewards status and 82% preference for side-by-side tier comparison.

MULTI-PRODUCT ONBOARDING

- Led Personal Loans and Deposits application redesigns from concept through implementation-ready UX/UI.
- Define reusable journeys, decision logic, responsive components, and scalable application patterns.
- Mentor a senior designer and partner with product, engineering, and QA from discovery through delivery.

GLOBAL NAVIGATION & SEARCH

- Led the redesign of PenFed's global navigation across a 100+ page digital ecosystem, establishing responsive mega-menu patterns that improved findability and scalability.
- Leading search UI enhancements, including exploration of AI-powered search and discovery capabilities.

Senior Product Designer, PenFed Credit Union

May 2022 to July 2025

AEM PLATFORM MIGRATION & DESIGN SYSTEM

- Led design-system and experience work for PenFed's migration from a legacy codebase to Adobe Experience Manager, translating existing experiences into reusable components and responsive patterns.
- Created scalable Figma templates aligned with AEM components, accelerating delivery by 20% while improving visual consistency and implementation fidelity.

GROWTH & ACQUISITION

- Redesigned Personal Loans, increasing acquisitions by 17% and organic traffic by 24%.
- Led the Auto Loans redesign, increasing engagement by 45% and new member signups by 30%.

UX Designer, PenFed Credit Union

November 2019 to May 2022

- Designed an auto-loan sweepstakes experience that generated more than \$2.5 million in new auto loans and increased new member signups by 30%.
- Created responsive interfaces, templates, user flows, and prototypes across financial product lines.

Webflow Designer, Freelance

February 2020 to Present

- Design and build responsive digital experiences, visual systems, brand identities, and UX content across consumer and professional-service industries.

Founder & Creative Director, AYNi

2026 to Present

- Founded a New York art and music event series, leading brand identity, creative direction, marketing, artist collaboration, and sponsor partnerships.
- Produce community experiences for up to 300+ guests, directing collaborators from concept to live execution.

UX Designer, DMI

September 2017 to October 2019

HERSHEYPARK

- Redesigned the mobile app and introduced the HPGO wearable experience, increasing engagement by 30% and improving App Store ratings by 22%.

MD THINK, MARYLAND DEPARTMENT OF HUMAN SERVICES

- Lead UX Designer, Deloitte Consultant
- Led research, usability testing, and experience design for Maryland's first cloud-based social-services platform on AWS.
 - Unified complex legacy workflows and designed statewide reporting capabilities with product and engineering.

EARLIER EXPERIENCE

UX/UI Designer Intern, WongDoody LA

May 2016 to September 2016

Digital Developer Intern, VCU Marketing

January 2016 to May 2016

Web Designer, Good PAC Co.

April 2015 to September 2015

EDUCATION

M.S., Business and Branding / Experience Design, VCU Brandcenter

2015 to 2017

B.S., Advertising and Media, Minor in Graphic Arts, Radford University

2011 to 2015

Communications: Media and Society, University of London

2010

Language: Fluent in Spanish