



Daissy Linares

Design + Research + Strategy Leader

DaissyDesigns.com | Email: hello@daissydesigns.com | Phone: 407.406.2649 | Location: Atlanta, GA

EXECUTIVE SUMMARY

Human-centered design leader with 20+ years of experience building UX strategy, research operations, and design culture across Hospitality, Education, FinTech, and Government sectors. Known for translating ambiguous business challenges into clear, evidence-based design direction — and for elevating teams through mentorship, cross-functional facilitation, and scalable research practices. Equally comfortable setting strategic vision in the boardroom and guiding design execution in the studio.

CORE COMPETENCIES

UX Strategy & Vision	Design Leadership & Advocacy	Cross-functional Collaboration
User Research & Testing	Visual Communication & Storytelling	Stakeholder Facilitation
Service Design	Systems Thinking	Workshop Facilitation
Research Operations	AI-Augmented Workflows	Up-skilling & Mentorship

PROFESSIONAL EXPERIENCE

Big Green Egg, CX Research Ops Lead & Sr. UX Researcher (Part-Time) | Jan 2026 – Present

- Founding consultant of the company's first Research Ops practice, establishing participant recruitment pipelines, testing protocols, and insight-delivery frameworks for both physical and digital product lines.
- Lead moderated usability sessions and product research studies informing the multi-year initiative to transform the end-to-end customer experience.
- Partner with Product, Marketing, and App Development to translate research findings into actionable design and business recommendations.

General Assembly, Lead Instructor — UX Design & Research (Part-Time) | Nov 2024 – Present

- Piloted and delivered curriculum for Google's UX Design Apprenticeship and Adobe Creative Skills Academy, up-skilling career-changers and working professionals with US and UK education grants.
- Integrate practical AI tooling (Adobe Firefly, Google Gemini, and Claude) into project-based learning to prepare students for modern, AI-augmented design workflows.
- Modeled human-in-the-loop design workflows, guiding students to integrate AI tools intentionally while developing their own critical eye for when (and when not) to rely on them.

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PROFESSIONAL EXPERIENCE CONT.

OneSpring Agency — Senior UX Strategy & Design Consultant | Apr 2023 – Oct 2023

- Led stakeholder strategy sessions to define research roadmaps and product vision for B2B and B2C clients across customer experience and government services.
- Delivered end-to-end UX engagements — from discovery and journey mapping to wireframes and validated prototypes — in rapid 4–12 week cycles.
- Advocated for user experience governance playbooks as a business asset, helping clients understand the ROI of early-stage testing and iterative design processes.

Look Listen Agency — Research & Design Director | Oct 2021 – Mar 2023

- Directed UX strategy and research practice while building a repeatable human-centered design offering to complement the full-service Atlanta-based agency.
- Developed and delivered RFP presentations, strategy workshops, and lunch-n-learn sessions that established a UX culture across the organization and won new client mandates.
- Managed client relationships across finance, hygiene health, and consumer goods, ensuring design deliverables aligned with both user needs and business objectives.
- Mentored junior designers and project managers, establishing design critique rhythms and documentation standards that improved delivery quality.

General Assembly — UX Immersive Program Instructor | Nov 2020 – Oct 2021

- Taught full-time (12 weeks) UX design bootcamps for remote East and West coast cohorts, guiding students from foundational research methods through portfolio-ready product case studies.
- Rated highly by students for clarity, real-world relevance, and ability to connect design theory to professional practice.
- Facilitated hands-on Figma design and prototyping exercises for beginners and updated content for relatable use cases.

Full Sail University — Senior Experience Designer | Jan 2015 – Mar 2020

- Designed digital learning experiences for a 26,000+ student body, earning a W3 Award Silver for User Experience for FullSail.edu.
- Led UX efforts across web, mobile, and course delivery platforms, collaborating with VP-level Branding, Academic, IT, and Marketing stakeholders.
- Developed branding systems for the annual alumni Hall of Fame recognition celebration for digital and physical activations around campus.

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PROFESSIONAL EXPERIENCE CONT.

Earlier Career

- Web Designer, Starwood Vacation Ownership (2012–2014)
- Interactive Art Director, Progressive Communications Int'l (2011–2012)
- UI Designer, MindComet Agency (2010–2011)

EDUCATION

Bachelor of Fine Arts, Graphic Design | Academy of Art University

A.S. Graphics & Interactive Technology | Valencia College

Certifications & Professional Development

Google AI Professional Certificate • Adobe Certified Professional (Content Creation & Marketing) • Google Cloud Generative AI Learning Path • IBM Enterprise Design Thinking Practitioner • UX Design Masterclass (UXDMC)

LEADERSHIP & COMMUNITY

- **Mentorship:** ADPList.org Ambassador — 1,000+ minutes of mentorship; Chapter Lead
- **Advisory:** Valencia College Graphics & Interactive Technology Advisory Committee — Program Advisor
- **AIGA:** AIGA Orlando, Design Ability Chair — Programming Director & Mentor
- **Community:** Dribbble Orlando Meetup — Event Coordinator

SELECTED HONORS & SPEAKING

Georgia Tech Virtual Career Panel, Navigating Careers in HCI/UX/Industrial Design (2025) • WOMXN IN TECH Panel Speaker, General Assembly Atlanta (2021) • Citrus Space Conference Speaker, UCF (2018) • W3 Awards Silver, User Experience — FullSail.edu (2016) • IAC Award, Outstanding Achievement in Internet Advertising — TÜV Rheinland Group (2011) • Student ADDY Awards Gold & Silver, American Advertising Federation (2008)

TOOLS & TECHNOLOGIES

Design & Prototyping: Figma, Sketch, Adobe Creative Cloud, Webflow, Framer • **Research & Facilitation:** FigJam, Miro, Mural • **Project Management:** Jira/Confluence, Asana, Trello, Google Suite, Microsoft Suite • **AI Tools:** Claude (Anthropic), Google Gemini, Adobe Firefly, Grammarly • **Presentation:** Figma Slides, Keynote, Google Slides