

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

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.

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

- 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.

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PROFESSIONAL EXPERIENCE CONT.

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

MasterClass Executive Certificate *in progress* — MasterClass + The University of Chicago Booth School of Business

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