

# Jessica Pugliese

## Senior Product Designer | Senior UX/UI Designer

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### SUMMARY

Senior Product Designer with 20+ years of experience crafting user-centered digital solutions for healthcare, retail, and enterprise organizations. Skilled in transforming legacy platforms into accessible, data-driven experiences that boost engagement, conversion, and operational efficiency. Collaborative leader who bridges business goals and user needs through evidence-based design and strategic execution.

### PROFESSIONAL EXPERIENCE

#### Blue Cross & Blue Shield of RI / **Senior UX/UI Designer**

June 2014 – Present / Providence, RI (Remote)

- Led UX and UI design for enterprise healthcare platforms serving hundreds of thousands of members across Medicare and commercial products.
- Designed and launched a Medicare enrollment experience that increased plan comparison clarity and achieved a 52% conversion rate during open enrollment.
- Streamlined quote and application flows for commercial users, driving a 250% increase in self-service adoption and \$1.4 M in premium revenue.
- Established and standardized UX and accessibility guidelines, reducing defects by 20% and improving cross-channel consistency.
- Advanced UX maturity by championing design thinking, cross-functional collaboration, and data-informed decision-making.

#### Jessica Pugliese Design / **Multidisciplinary Designer**

Jan 2001 – Present / Freelance

- Delivered end-to-end UX, web, and brand design solutions for healthcare, retail, and small-business clients.
- Managed the entire project lifecycle from discovery through launch, maintaining 100% on-time delivery and client satisfaction.
- Created responsive digital experiences that elevated brand visibility and strengthened customer trust.

#### CVS Health / **Senior Interactive Designer**

Mar 2012 – June 2014 / Woonsocket, RI

- Designed and optimized retail web and mobile interfaces used by millions of consumers monthly.
- Improved navigation and checkout flows, resulting in notable gains in conversion and customer retention.
- Collaborated with product managers and engineers to prototype, test, and scale digital health tools.
- Supported the launch of new e-commerce categories, driving growth in online sales.

#### CVS Health / **Freelance Digital Designer**

Jan 2007 – Mar 2012 / Woonsocket, RI

- Produced high-impact promotional campaigns and landing pages that outperformed previous benchmarks for engagement.
- Built responsive layouts and partnered with developers to ensure pixel-perfect execution across devices.
- Contributed to early e-commerce expansion through new product category design and content architecture.

### CORE SKILLS

#### Design expertise:

UX Strategy  
UX/UI Design  
Information Architecture  
Wireframing  
Prototyping  
Design Systems  
Responsive Design  
Accessibility (ADA/WCAG)

#### Technical skills:

Front-end Development (HTML/CSS/JS)  
Figma  
Sketch  
Adobe Creative Cloud  
InVision  
Webflow  
WordPress  
Git  
Drupal

#### Collaboration & leadership:

Cross-functional alignment  
Stakeholder Communication  
Design Ops  
Mentorship

### EDUCATION

#### B.A. English Literature

#### B.A. Studio Art

University of RI

### TRAINING

#### AI for UX Design

Design Lab / April 2025

#### UX Certification Program

Bentley University / Mar 2017