

Pablo Cuellar

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WORK EXPERIENCE

Web Consultant

San Francisco Bay University | June 2025 – Present

- Develop and design web pages for the university's Drupal website to define and execute digital product roadmaps to align with institutional goals, balancing strategic vision with operational needs.
- Oversee system integrations, vendor relationships, and user support operations to deliver seamless and reliable digital experiences.
- Facilitate cross-department collaboration, ensuring digital initiatives advance both user needs and organizational strategy.
- Apply Google Analytics, Tag Manager, and other analytics tools to monitor site performance, SEO, WCAG Section 508 accessibility requirements, track KPIs, and drive data-informed improvements to user engagement.

Web Designer

Portland Community College | May 2023 – Present

- Serve as the principal designer for the complete redesign of the Online Learning Department's website (350+ pages), leading the project vision, backlog prioritization, and roadmap in collaboration with cross-functional teams.
- Define requirements, manage stakeholder expectations, and ensure delivery of a WCAG 2.1 AA-compliant, user-centered experience adhering to Section 508 requirements.
- Conduct user research, survey design, usability testing, and data analysis to guide design decisions and implement iterative improvements.
- Leverage Google Analytics 4 and Google Tag Manager to monitor customer/employee experience, analyze user journeys, and identify optimization opportunities.
- Designed a standardized navigation framework in D2L Brightspace LMS, improving the learning experience for 43,000 students annually.
- Authored department-wide content governance guidelines, enabling scalability and sustainability of digital experience management.

Web Consultant

California State University Northridge | Feb 2024 – Jun 2025

- Directed migration of 250+ webpages from Drupal 7 to Drupal 9 with improved information architecture and journey mapping.
- Conducted content audits to align digital assets with user feedback, calls-to-action, and strategic experience goals.
- Partnered with stakeholders to deliver feedback-driven improvements, ensuring a seamless, engaging digital experience.

Web Designer

California State University Northridge | Jun 2022 – Apr 2023

- Built and rolled out a Figma design system to support design thinking, rapid prototyping, and agile collaboration across campus units.
- Overhauled a 500+ page divisional website from Drupal 7 to 9, improving key touchpoints in the user journey.
- Facilitated training workshops to align cross-functional teams on design and accessibility best practices.

Freelance Research Assistant

Brand Health Gurus | Dec 2021 – Dec 2022

- Designed and tested quantitative and qualitative surveys, collecting insights from thousands of participants.
- Applied data-driven analysis to identify customer needs, behaviors, and market opportunities for major automotive brands (Nissan, Ford, Toyota).

- Produced visual reports and experience strategy recommendations for stakeholders.

Visual Designer

IntersectLA | Feb 2021 – May 2022

- Led branding and design initiatives across multiple projects, delivering consistent, user-focused experiences.
- Integrated feedback loops from stakeholders to continuously refine outcomes.
- Produced scalable design assets and customer-facing materials to support enterprise goals.

ACTIVITIES

Industry Mentor – Secured for Student Success

California State University Northridge

August 2024 – May 2025

- Mentor three undergraduate design students while providing them with industry advice and preparing them for their careers after graduation.

AWARDS

Artpreneurship

California State University Northridge

- 1st Place Team Winner

SKILLS

Product Design, UX Design, UI Design, User Research, Prototyping, Design Systems, Design Thinking, Scrum, Accessibility, Usability Testing, Design Research, Web/Mobile Web, Empathy Mapping, User Personas, User Flow Chart, Wireframing

TOOLS

Figma, Adobe XD, HTML, CSS, Webflow, WordPress, Drupal, Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro, Word, Excel, PowerPoint, Google Docs, Google Analytics, Google Tag Manager, Mural

EDUCATION

B.A., Communication Design

California State University, Northridge

A.A., Social and Behavioral Science

A.A., Arts and Humanities

Los Angeles Pierce College

REFERENCES

Available upon request.