

Pablo Cuellar

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WORK EXPERIENCE

Front-End Web Developer

San Francisco Bay University | June 2025 – Present

- Developed wireframes, storyboards, user flows, and process flows to communicate design concepts.
- Built custom assets using HTML, CSS, and JavaScript in Drupal 10, adhering to WCAG Section 508 accessibility requirements
- Utilized Google Analytics, Tag Manager, and other analytics tools to monitor site performance, SEO, track KPIs, and drive data-informed improvements to user engagement.
- Facilitate cross-department collaboration, ensuring digital initiatives advance both user needs and organizational strategy.

UX Designer

Portland Community College | May 2023 – Present

- Served as the principal designer for the complete redesign of the department's website (350+ pages), in collaboration with cross-functional teams.
- Designed wireframes, mockups, and prototypes to receive stakeholder feedback.
- Ensured the delivery of all digital products was WCAG 2.1 AA-compliant to Section 508 requirements.
- Leveraged Google Analytics 4 and Google Tag Manager to monitor user experience, analyze user journeys, and identify optimization opportunities.
- Conducted user research, survey design, usability testing, and data analysis to guide design decisions and implement iterative improvements to students' learning experience in the learning management system.
- Designed a standardized navigation framework in D2L Brightspace LMS, improving the learning experience for 43,000 annual students.
- Authored content governance and design guidelines, enabling scalability and sustainability of digital products.

UX Consultant

California State University Northridge | Feb 2024 – Jun 2025

- Conducted content audits to align digital products with user feedback to create clear calls-to-action that align with strategic initiatives.
- Directed the redesign and development of 500+ web pages from Drupal 7 to Drupal 9 with improved usability and WCAG 2.1 AA-compliance.

UX Designer

California State University Northridge | Jun 2022 – Apr 2023

- Built a Figma design system to support design thinking, rapid prototyping, and agile collaboration across campus units.
- Overhauled divisional websites consisting of 1,000+ web pages from Drupal 7 to 9, improving the user journey and information architecture.
- 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 for 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 clear guidelines and application of designs.
- Produced scalable design assets and customer-facing materials to support enterprise goals.
- Integrated feedback loops from stakeholders to continuously refine outcomes.

ACTIVITIES

Industry Mentor – Secured for Student Success

California State University Northridge

August 2024 – May 2025

- Mentored three undergraduate design students by 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.