Talia Bowles

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Executive summary

Data-driven designer with 5+ years of experience in creative solutions and a proven track record of designing scalable design systems that strengthen consumer-facing digital products.

Skills & tools

Product design	Interaction design	Stakeholder management	Jira
User experience design	User experience research	Cross-functional collaboration	UserZoom
Visual design	Design systems	Figma	HTML & CSS

Experience

Blue Shield of California, San Francisco, CA

Led end-to-end redesign of all navigation components and design system adoption to address top NPS pain points, improving user satisfaction and reducing operational costs through cross-functional collaboration.

Lead Product Designer, Cerulean Design System   Apr 2025 – Present

- Led end-to-end redesign of B2B and microsite navigations, aligning visual and interaction navigation patterns.
- Mentored junior designers on design process, stakeholder management, and cross-functional collaboration.
- Created and led design system presentations for the digital organization, senior leadership, and non-digital stakeholders.
- Achieved 62% decrease in missing elements in out-of-network claim form leading to less submissions falling out of the claims process.
- Increased workflow efficiency and implemented unified look & feel by adopting the design system in existing member modules.

Senior Product Designer, Cerulean Design System   Nov 2023 – Apr 2025

- Led end-to-end redesign of B2C navigation to improve user's ability to find information.
- Achieved 24% increase YoY on NPS for "find info on website".
- Discovered and implemented critical member search and navigation preferences by conducting 100+ UserZoom tests on B2C navigation explorations.
- Designed and delivered design system components and base styles.
- Handled user acceptance testing (UAT) sign-off for Angular and Adobe Experience Manager (AEM) releases.

Product Designer   Jan 2022 – Nov 2023

- Increased bulk dispute capacity by 150% and integrated 3 additional accepted plan types on provider dispute resolution tool resulting in further digitization of claim dispute process.
- Discovered and implemented key preferences on submitted claims search tool and claim details page by conducting card sorts, click tests, and surveys with B2B users.
- Built high-fidelity prototypes quickly for senior-leadership to use in demos to executive level stakeholders demonstrating the impact of the digital organization on company-wide goals.

Junior Product Designer   Jun 2021 – Jan 2022

- Designed compliance operations enhancements to maintain website compliance across all portals.
- Supported senior designers on complex projects.

Fault Radio, San Francisco, CA

Lead Designer   2022 – Present

Strengthened brand image by redesigning the website using a cohesive design system, crafting distinct promotional materials, and collaborating with the local Bay Area music community.

- Designed, implemented, and built a design system.
- Crafted promotional materials.
- Increased average active site users from 0 to 866 per month.
- Oversaw and designed Fault Radio's first publication highlighting Bay Area music photographers.

UCSF Native American Health Alliance, San Francisco, CA
Graphic Designer   **May 2024 – July 2024**

Developed brand identity by redesigning existing brand resources.

- Owned logo redesign.
- Created visual brand assets for internal use.

Sawhorse Productions, San Francisco, CA
Product Designer   **Sep 2022 – Dec 2022**

Instituted gaming user experience by creating a design system and collaborating cross-functionally with developers and creative directors.

- Owned user interface and experience design on Elton John Roblox metaverse experience.
- Achieved #1 official Roblox concert ranking with 2.3 million visits and an 88% approval rating.
- Designed and implemented a design system for web, mobile, and gaming devices.

Tiny Docs, San Francisco, CA
Product Designer   **Apr 2021 – Jul 2021**

Established foundational product strategy by conducting research and designing early user flows.

- Discovered key user insights by conducting surveys, user interviews, and usability tests.
- Presented design decisions to executive stakeholders.
- Designed and implemented a design system.

C+L Creative, San Francisco, CA
Graphic Designer   **2020 – 2021**

Created system efficiencies for large volume of promotional materials.

- Designed marketing and social media graphics for small businesses and local campaigns.

Education
Build a Website with HTML, CSS, and GitHub Pages
Codecademy (2022)

User Experience Design Immersive Course
General Assembly (2021)

B.S. in Music Industry Studies, Minors in Studio Art & Business Administration
Loyola University New Orleans, New Orleans, LA (2020)