

Libni Cortes

Design Consultant / Product Designer • UX/UI

9+ yrs ux/ui Experience | 4yrs of Management Experience

HIGHLIGHTS

INDUSTRIES

- Healthcare
- Banking
- Insurance
- CPG
- Education
- Government
- Esports
- Artificial Intelligence (AI)

ENTERPRISE/ INSTITUTIONAL



STARTUPS



INDUSTRY KNOWLEDGE

- Product Design
- User Interface
- User Experience
- Branding
- Wireframes
- Rapid Prototyping
- Design Research
- Conversational UX

TOOLS & TECHNOLOGIES

- Figma, Adobe Creative Cloud,
- Lottie, PowerPoint, Google Slides

LANGUAGES

- Spanish
- English

SOCIAL

- in linkedin.com/in/libni-cortes/
- dribbble.com/createthebridge

PORTFOLIO

- My Work

EDUCATION

- Bachelor of Fine Arts: Graphic Design
- University of UTRGV

Bio:

Design Consultant and Innovation Leader with a track record of success in guiding teams of designers to develop cutting-edge products, systems, and high-impact campaigns.

My core principles revolves around putting the customer at the center of operations, adopting a data-driven approach, building a strong brand, and fuel overall business growth.

Create the Bridge

Jan 2020 -Present

Currently as Design Director shaping and leading the design function at Create the Bridge Agency, managed hundreds of projects end-to-end.

- Designed a platform for a nuisance wildlife management company, including design of the mobile app and web app.
- Designed a bespoke eCommerce platform with additional systems including a robust CMS for managing the aesthetic interface of the platform and a retailer back-end to manage wholesale accounts.
- Designed a marketing website for an auto insurance company, including design of the mobile conversion process. Each of their products has specific conversion funnels tailored for optimum effectiveness.
- Designed an eCommerce platform for a home security company. The goal for the eCommerce platform was to reach a high level of automation, a streamlined customization process, and a design for share-ability.
- Designed an on-demand alcohol delivery mobile app for a startup. The onboarding process from app download through signup was tailored to attract the user with stylized photography, featuring alcohol leading into a qualification process to determine if the user is within the delivery radius.

UX/UI Designer

Jan 2014 - 2019

- I had the opportunity to lead various projects starting from ideation, going through the full design process, to a finalize prototype and hand off documentation for development.

DESIGN CONSULTANT

Clorox Company

January 2024-Present

Lead Product Designer / Design Consultant | Web design

Having the opportunity to work again with their in-house agency. Leading various Design Systems, Websites re-design, and integration of AI

- Designs System for Better Your Health(umbrella brand): Auditing 4 brands, and creating a universal design system that will accommodate the four brands with common components while keeping their specific brand.
- Stakeholder/Executive Final Presentation for . Better Your Health Design System
- Redesign of Clorox.com homepage . Introducing micro animations , hotspot functionality, social feed.
- Hidden Valley Ranch Design System. Auditing components, typography scale and colors compliance
- UX improvements for CloroxPro.com. Improvement of navigation and filtering system, and creation of Designs System
- Stakeholder/Executive Presentations for all projects
- Lead product designer for Hidden Valley Co-Polite AI intergration

DESIGN CONSULTANT

Aiberry.io

February 2022-October 2023

Principal Designer / Design Consultant | Web application (AI)

Aiberry is an innovative and practical mental health assessment platform that uses cutting-edge AI technology to analyze user text, audio, and video cues during a short conversation to deliver a quantified risk score and other health insights in real time.

- Tasked with problem-solving UX problems and main new features: Telehealth, Conversational AI, Scheduling, Dashboard Analytics
- Creation of Figma Workflow to collaborate with Project Owner,Marketing team, and Developers
- Led and designed full mobile app experience.
- Creation of marketing materials, infographics, illustrations, iconography, presentation deck, documents, banners, emails
- Production of all AI Animated Expressions
- Designed Marketing Website(UX/UI)
- Management and organization of design files and assets
- Collaborated with Stakeholder/Executives to meet business goals and product expectation
- Creation of Social Media Design System and Ad designs

STAFF AUGMENTATION

Clorox Company

February 2021 - May 2022

Lead Sr. Designer / Design Consultant | Web design

Clorox is an American global manufacturer and marketer of consumer and professional products. Worked with their in-house agency on various projects to lead, manage and consult.

- Creation of Figma Workflow/Framework within the Clorox Design Team
- Creation of Design Systems for multiple Clorox brands
- Led the design and visual concepts for a major Rewards Program Redesign Website for the FreshStep Brand. Creation of design system, illustrations, iconography, high-fidelities mockups, and prototyping flows for user testing.
- Established workflows and handoff protocols between designers and developers.
- Stakeholder/Executive Final Presentation for Paw Points Web redesign.
- Lead designer for all major initiatives for Hidden Valley Ranch digital campaigns.

STAFF AUGMENTATION

Belk

May 2020 - January 2021

Senior UX/ Product Designer | E-commerce • Store Management Webapp

American department store chain with nearly 300 locations in 16 states. Through the engagement I worked iteratively and collaboratively with Belk's design team to improve its customer experience, design workflow, and overall ux/ui improvements to the E-commerce / Mobile App / and Web applications for internal use.

- Creation of Design System for their web ecommerce
- Management and organization of design files and assets
- Framework optimization for the design department for better collaboration between development and marketing department.
- Tasked with problem-solving UX solutions for key initiatives needed for drastic change in consumer behavior through COVID.
- Design improvements on Web management internal applications. Development of user interviews, creation of information architecture, wireframes flows, and Design System foundation.
- Transactional Emails for new features

STAFF AUGMENTATION

Apollo.io

May 2019 - 2020

Senior Product Designer | Webapp

Collaborated with product designers, content writers, growth strategist, and project managers to conduct user research, redesign the user experience and user interface, and coordinate with product managers and developers to deliver final products.

- Tasked with problem-solving UX problems in features, onboarding, conversion process, and marketing material.
- Designed the customer experience from the first login through trial expiration and conversion process.
- Created the new UI and UX to consolidate similar features into a unified process and reduce feature redundancy while improving the product.
- Worked with the lead product designer to develop testing requirements and conduct test interviews.
- Created various user flows by problem-solving and prototyping different user scenarios.
- Implemented and created a new standard design for components.
- Increased awareness of Apollo.io news by designing a visually appealing email template.

AGENCY PROJECT

Lone Star National Bank

February 2020 - May 2020

Creative Director/ Lead Designer | Web design

Lone Star National Bank is a technologically advanced, full-service, independent, community bank.

We worked alongside the LSNB team to align our strategy with the company's vision, customer needs, and business needs. We provided an end-to-end service and created a strategy for lead generation to LSNB's multiple services and improve accounts conversion rate.

- Creation of Competitor Analysis Documentation and Digital Strategy
 - UX audit for feature planning and strategy
 - Creation of user flows and wireframing for the entire website. In collaboration with stakeholder and developers to ensure requirements and business goals are met.
 - Designed the Styleguide, and established the art direction following the WCAG compliance design standards
 - Oversaw High fidelities creation and QA process
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STAFF AUGMENTATION

Massachusetts Institute of Technology – MIT

May 2019 - 2020

Lead UX/UI Designer | Web design

The Therapeutic Technology Design & Development Research Lab aims to design and develop implantable medical devices that augment or assist native function. Collaborated with the department head to improve the user experience and user interface for the Therapeutic Technology Design Development research website. Creating a more enjoyable user experience and staying in target within the development requirements.

- Performed UX audit and applied enhancements. Developed new art direction and completed new website design.
 - Implemented and created new standard design guidelines for the TTDD Research page.
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AGENCY PROJECT

DHR Healthcare

November 2018 - March 2019

Lead Designer | Web design

DHR Health in South Texas was originally opened as an outpatient facility in 1997 by a group of local doctors interested in providing personalized high quality healthcare to its patients. After refocusing its efforts on digital services, its team engaged us for to design a website that is easy for their users to navigate and find the right medical and physician information near them.

- Stakeholders interviews and user personas research.
 - Defining user flows and technology implementations to bridge the gap between patients/users and medical terminology.
 - Defining art direction and design language attributes.
 - Worked closely with DHR Healthcare marketing and content teams to create a modular and flexible framework, enabling them to improve the platform as the business evolves.
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2020

- **PetCo - Design Consultant**

Collaborated with Petco's executive team to create new concepts, UI/UX enhancements to their eCommerce and marketing collateral in response to the digital needs emphasized by the Covid Pandemic.

- **ADS PRISM IDEX - Design System Manager**

IDEX Corporation launched a new machine learning technology from ADS Environmental Services (ADS) making it easier to anticipate sewer overflows and blockages before they happen, protecting property and the environment. My role was to help create a design system to facilitate development and consistency for future development implementations.

2019

- **Dynasty Sports - Lead Product Designer**

S&E offers yield management and distribution solutions for ticketing. Collaborated with industry experts to understand operational goals leading to proposed innovation through feature planning and UX design.

- Owned projects end-to-end, from research phase to developer handoff in order to translate user needs into valuable user experiences. Worked with key stakeholders in organization to redevelop the core trading platform.
- Proposed and executed new UX/workflow patterns improving organizational performance.
- Outlined new technical features to reconcile gaps in business process.
- Worked with in-agency engineering and finance consultants to gain in-depth insight into user needs beyond project requirements
- Implemented and created new standard design guidelines.
- Managed quality assurance for the engineering team.
- Helped design a new platform marketed as an industry solution.

- **Ubuy (e-commerce redesign) - Design Consultant**

Based in Kuwait, Ubuy is a marketplace offering its services in more than 50 countries around the world to provide its shoppers with access to several product categories.

2019

- **Riess Group - Design Consultant**

Agency based in Austin TX. Specialized in designing and building Shopify ecommerce. I had the opportunity to be part of many projects to improve conversion rate initiatives and improvement of UX/UI.

I worked on projects with: McDavid and Shock Doctor under the United Sports umbrella.

- **Lone Fir Creative - Design Consultant**

Lone Fir Creative is a digital marketing agency, based in Gig Harbor, WA. My role was to help with major design projects, to help create digital products by defining UX, art directions and high fidelities mockups.

2018

- **Shop 112 (e-commerce) - Creative Director**

Shop 112 is a boutique fashion store passionate about clothes and the women who wear them. We worked alongside the Shop 112 team to align our strategy with the brand's vision and customer needs. From identity and messaging to digital and content, we established an all-encompassing experience that expresses its brand vision.

- **Vitality Extract - Sr. Designer**

With over a million Facebook followers this DTC brand had substantial needs to continue their explosive growth. I was hired to create the core conversion process and digital ad design resulting in their highest ROAS to date reported by their marketing director.

- **Stone Water Roofing - Lead UX/UI Designer**

Stonewater provides solar solutions for residential and commercial properties. My role was to redesign their current website focusing on improving lead conversions.

- **Semihandmade - Sr. UX/UI Designer**

Collaborated with Semihandmade's designers to improve their ecommerce experience, and create a Styleguide to establish art direction for high fidelities and future site updates.

2017

- **International Gaming Expo - Sr. UX/UI designer**

IGX – International Gaming Expo consisted of three days of epic gaming, music, tournaments, and cosplay. They hired us to provide end-to-end service in design, advertising, video, and marketing. The branding I created set the foundation for the project, establishing the visual style and energy later embodied by the promotional advertising video, website, and 5' LED "IGX" display at the event.

Project assets: Naming, branding, website, digital ads, campaign, custom ticketing, and checkout app.

- **City Of Elsa - Sr. UX/UI designer**

I approached the project with the aim of achieving several goals such as a high level of transparency, WCAG accessibility, and personal attention to both residents and potential tourists for the city of Elsa.

- **Earth Elements - Sr. UX/UI designer**

Custom salesforce implementation for a materials retail business transacting above 50M/annual. My role was to redesign the UX/UI of their internal application to help unify retail and warehouse actions.

2016

- **Bella Notte Linens - Senior UX/UI Designer**

Prior to the eCommerce I designed the brand operated mainly by wholesale sales (carried in over 300 stores). The goal of the eCommerce was to kickoff a DTC market which would be a significant boon to their earnings.

- **Weslaco City- UX/UI Designer**

Worked closely with the city library staff to gather information about the founding of the city that would serve as the basis for the timeline on the About page. We shot photos and video of the city in hopes of capturing the best of the city and using that to visually tell a story. Created a feature called "My Weslaco," which allows residents to enter their address, and it'll show them what district they're in, their district representation, local emergency services, trash pickup times, and any other city-related service designated to serve them.

2015

- **City App - UX/UI Designer**

Collaborated with city staff and agency coworkers to define and design a mobile app to help the city market their local vendors, landmarks, and overall show what the city has to offer.

- **GoCo - UI Designer**

GoHealth is a marketplace for Medicare plans. My role was to collaborate with the UX designer and Content Strategist to design the MVP High Fidelities for their marketing website.

2012-14

- **UTRGV Engineering Department - Designer**

Collaborated with head department, designers, and photographer.

Developed branding, collateral designs, editorial design, print material, and various marketing documents.

Coordinated with designers to deliver final products.

- **Freelance Designer**

Worked with multiple companies to conduct research, redesigned branding and marketing material, and coordinated with clients to deliver final products.

Developed various projects ranging from branding to web and advertising.