

DILA KESSI

+1(650)686-0424
www.dila.design/
Las Vegas, NV

SKILLS

UI/UX
Visual Design
Gamification
Prototyping
Figma
Adobe CC
HTML/CSS/JS
iOS
Android
Web App
Design Systems
User-Centered Design
UX Research
A/B / Usability Testing
Agile

PROFILE

UI/UX Designer with full-cycle experience—ideating, prototyping, and shipping intuitive digital products.

EXPERIENCE

SR. UI/UX DESIGNER

ORDR - REMOTE | APRIL 2024 - APRIL 2025

- Led UI/UX design for Ordr's Protect platform, streamlining asset discovery and risk management workflows.
- Re-architected navigation and information architecture to enhance findability, informed by user interviews and usability testing.
- Designed AI-powered risk prioritization flows and delivered interactive prototypes and dev-ready specifications.
- Facilitated design-engineering alignment through regular syncs, accelerating development, and supported sales by crafting POC designs that strengthened customer buy-in.

PRINCIPAL PRODUCT / UI/UX DESIGNER

COLORTOKENS - ONSITE & REMOTE | JULY 2017 - APRIL 2024

- Led product design for Xshield, a zero-trust microsegmentation platform reducing lateral movement across hybrid environments.
- Designed the Asset Visualizer—Xshield's most praised feature—to simplify asset relationships and accelerate threat triage.
- Contributed to Xprotect, Xaccess, and Xcloud, crafting workflows across endpoint, identity, and cloud security.
- Quickly designed and delivered new features to address urgent customer needs, helping drive retention and satisfaction.
- Unified fragmented product experiences into a cohesive platform, improved usability, built a scalable design system, and mentored junior designers through structured feedback loop.

EDUCATION

MFA IN WEB DESIGN & NEW MEDIA

ACADEMY OF ART
UNIVERSITY

San Francisco, CA
2009 - 2012

BFA IN GRAPHIC DESIGN

ECOLE SUPÉRIEURE
DES BEAUX ARTS

Algiers, Algeria
2000 - 2005

PRINCIPAL PRODUCT / UI/UX DESIGNER

TP-LINK - ONSITE | OCTOBER 2014 - APRIL 2016

- Joined early in Kasa Smart's app development, shaping product direction and end-to-end UX.
- Designed mobile flows for automation, scheduling, and remote monitoring for smart home ecosystem.
- Created prototypes to validate ideas and align teams.
- Led user research and usability tests to inform the roadmap.
- Mentored junior designers through hands-on guidance and feedback.

SR. UX DESIGNER

GOOGLE - ONSITE | APRIL 2014 - OCTOBER 2014

- Designed internal mobile and web tools adopted by Google's global sales team that improved task efficiency, using early Material Design (MUI) guidelines.
- Founded and led the UX Clinic, offering on-demand audits, rapid prototyping, and user interview support to help internal teams make faster, user-centered design decisions.

LEAD VISUAL / PRODUCT DESIGNER

AEROHIVE NETWORKS - ONSITE | FEBRUARY 2013 - APRIL 2014

- Designed web and mobile apps for HiveManager, Aerohive's cloud-based network management platform.
- Defined the visual design system and contributed to front-end development by delivering production-ready HTML/CSS for key features.

FULL-TIME UX CONTRACTOR & PART-TIME UX CONSULTANT

CISCO - ONSITE & REMOTE | MARCH 2012 - OCTOBER 2018

- Worked as a UI/UX designer on Cisco's Smart Grid Network Management System (NMS), improving usability through new feature designs and streamlined workflows.

- Designed multiple industrial router interfaces focused on onboarding and control tasks.
- Contributed to visual design and delivered HTML/CSS/JavaScript templates to support front-end integration.

VISUAL & UI/UX DESIGNER

IWIN - SAN FRANCISCO, CA | JULY 2011 - JULY 2012

- Led UX and visual design for social games like Family Feud and Deal or No Deal, using gamification and interactive features to boost engagement and retention.
- Created daily CTAs to increase active users and session time. Designed Facebook ads and promos that drove user growth, collaborating closely with developers and marketing teams.

GRAPHIC DESIGNER & ART DIRECTOR

FREELANCER - ALGIERS & SAN FRANCISCO | JULY 2000 - JULY 2011

- Led branding, web, and print design as Art Director for Lotus Media, Vector Graphics, Bille et Plumes, delivering creative solutions for clients across industries.
- Designed UI for early-stage social platforms including Fattext and Select2gether, focusing on interaction design and user engagement while completing graduate studies at the Academy of Art University.
- Taught design thinking at private schools; Trait d'Art and Artissimo, mentoring aspiring designers — several of whom went on to pursue successful careers in design and digital media.