Cecilia Huster

Lead Product Designer | cdhuster@gmail.com | www.ceciliahuster.com | ☎ 510-828-9139

Lead Product Designer

Over 20 years of design leadership - mentoring designers and crafting user-centered solutions with stakeholders

Key Strengths

- Directing user experience work through design reviews, concepts and principles
- Designing user-centered experiences that serve the business and enable customers to reach their goals.
- Creating hi-fi and lo-fi interactive prototypes, wireframes and user flows.
- Interviewing users for actionable research findings.
- Working in Agile cross-functional teams with a Lean UX approach to deliverables.

Selected Professional Experience

SAM'S CLUB, Lead Product Designer, Sunnyvale

December 2021 — November 2022

- Lead a team of designers working on an iPad app managing workflows of automotive technicians.
- Conducted and leveraged research insights to adapt the app to the specialized user base.
- Lead frequent design reviews and critiques

AUTOMATION ANYWHERE, San Jose, UX Lead

August 2018 — December 2021

- Lead a team of designers on the core product, a low-code software development platform.
- Took the product from a technology-centric Windows app to a persona-centric SaaS web app.
- Lead weekly design reviews and critiques while also designing the more complex parts of the experience.

CISCO, San Jose, UX Designer

June 2018 — August 2018

- Worked on the login experience for partners on a two-month contract.

FINANCIAL ENGINES, Sunnyvale: Senior UX Designer

January 2013 – November 2017

- **Lead design on financial advisor tools, including Salesforce and in-house developed software:**
- Social Security advisor tool. The tool increased NPS from 0 to +30.
- Live events scheduling tool that reduced time spent on task by 50-75%, while improving data purity.
- Created and taught design principles for mediated customer experiences

Cecilia Huster, Lead User Experience Designer

- Designed consumer-focused web apps and marketing interactions:
- An investment scorecard that breaks down complex financial information for lay people.
- Won Q3/2017 Hackathon for a consumer-facing app that targeted newly-retired customers.

PAYPAL, San Jose: Senior UX Designer

2009 - 2013

- Lead design of Hebrew localization for Israel, PayPal's first right-to-left site. The site met its $15M revenue goal with over 80% user satisfaction rates and high-profile merchant sign-ups.
- Created user journeys and wireframes for highly interactive legal compliance projects on a global scale. Example: Raised pass rate from 30% to 70% for British due-diligence interaction.
- Designed, maintained and wrote over 60 patterns and 20 guidelines used on PayPal.com. Mentored designers in for better use of design patterns, raising conversion and improving customer experiences.

VARIOUS, Various: Senior Information Architect & Senior Front End Engineer

1996 - 2009

- Designed and/or developed web sites and Content Management Systems for companies such as:
  - Cisco and PayPal
  - American Express and Norwich Union
  - Royal Mail (UK) and the Post Office
  - Organic, Agency.com and Framfab

Complete professional experience, including employer/client information, is available on request.

Education

LINKÖPING UNIVERSITY, Linköping, Sweden — Bachelor of Arts, English Literature

Technology Skills

Figma, Sketch, Invision, Omnigraffle, Adobe Photoshop, Microsoft Office

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