

CECILIA HUSTER

CDHUSTER@GMAIL.COM • SUNNYVALE, CA • WWW.CECILIAHUSTER.COM

Lead User Experience Designer

Internationally experienced UX Designer with **more than 15 years** insight into **user-centered design** and proven ability to deliver quality designs on time.

Real-life **design leadership skills** in **crafting solutions** with technical teams, **influencing** business stakeholders and **mentoring** other designers.

Key Strengths

- Directing user experience work through **design sprints, 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 with an **Agile** cross-functional teams with a **Lean UX** approach to deliverables.

Selected Professional Experience

AUTOMATION ANYWHERE, San Jose, UX Lead

August 2018 — present

- Leading a team of designers on the core product, a **low-code software development platform.**
- Taking the product from a technology-centric Windows app to a **persona-centric SaaS web app.**
- Leading several **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

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** to other designers, product managers and developers.
- 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.

Last updated: September 16, 2021

CISCO, San Jose: Lead UX Designer 2008 - 2009

- Architected user flows and wireframes for a Salesforce B2B price quoting application.

PAYPAL, San Jose: UX Designer 2008

- Designed user flows and wireframes for **seller onboarding and check-out** on Dutch classifieds site Marktplaats.nl.

GLASS, London: Senior Information Architect 2007

- Created sitemaps and wireframes for a **customer-focused American Express** web presence in the Middle East.

GOOD TECHNOLOGY, London: User Experience Architect 2007

- Designed functionality and interactions for a consumer self-service site for the UK's largest insurance company.

ROYAL MAIL GROUP, London: User Experience Specialist 2003-2007

- Directed usability strategy: Worked with internal stakeholders and external vendors to design and develop the many digital assets of Royal Mail and the Post Office, with over 50 million visits per month.
- Conducted expert reviews and designed improved experiences for all 2,000 pages
- Hired and managed support staff

VARIOUS EMPLOYERS, Various locations: Web Front End Professional 1996-2003

- Worked as designer and developer, mainly for digital agencies such as Organic, Framfab etc.

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

Education

LINKÖPING UNIVERSITY, Linköping, Sweden

Bachelor of Arts, English literature

Further Skills

- Soft skills: Mentoring other designers, facilitating design reviews and critiques
- Presentations: Explaining designs to designers, developers and business stakeholders in terms each of them can understand so they can give feedback

Research and metrics

- Interviewing users, facilitating think-aloud user testing in person and remotely.
- Creating unfacilitated research studies on [UserTesting.com](https://www.usertesting.com) to get answers to help drive designs forward
- Interpreting quantitative and qualitative research results, and applying the findings to designs
- Incorporating heuristics, cognitive psychology, existing metrics and known best practices into the user experience

Design patterns and guidelines

- Identifying high ROI pattern candidates, documenting them, overseeing their implementation, training designers

Technology Skills

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