Frankelly Valdez

PRODUCT DESIGNER

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Summary

I'm known for my user-centered design approach, ability to keep teams engaged through active collaboration, and my knack for making data-driven design decisions. I've been working in the design and development industry for 10+ years. I've worked with multinational conglomerates, e-commerce, fintech, banking, startups, small businesses, media organizations, promotional agencies, health tech, pharmaceuticals, and more.

Experience

Senior Product Designer

IKEA | Philadelphia, PA | Jul 2021 - Present

- Designed a store review feature that enables store optimizations via customer feedback and received **71%** positive reviews and an average rating of **4.0**
- Spearheaded UX design for the US shopping experience and influenced the global adoption of **3** new features
- Established continuous discovery methods to improve customer journeys
- Conducted qualitative and quantitative UX research to validate design decisions

Senior UX Designer

eMoney Advisor | Philadelphia, PA | Dec 2018 - Jul 2021

- Provided the UX and UI direction for **3 teams**
- Partnered with UX Research and the scrum team to discover pain points, and validate solutions, resulting in a system usability score of **84**
- Created **20** new components for our component library
- Coordinated the first-ever "Google-style" design sprint at eMoney Advisor

UX Designer

eMoney Advisor | Philadelphia, PA | Aug 2016 - Dec 2018

- Redesigned the client site dashboard resulting in **>$2M** in Net New ARR
- Redesigned the spending section and shipped **2** highly requested features
- Won **1st** Place at the 2017 eMoney Summit Hackathon by creating a computer vision app that automates data entry and reduces onboarding time by **<50%**

UX Designer

Lincoln Financial Group | Philadelphia, PA | Jan 2014 - Jul 2016

- Designed a simplified one-click contribution feature for retirement planning services that enabled a **20%** rise in contributions
- Collaborated with developers to ensure top user experience and visual quality
- Worked in a dual-track agile environment

Skills

User Experience Design, User Interface Design, Visual Design, Product Strategy, UX Research, Wire-framing, Prototyping, Usability Testing, Market research, Agile development, HTML, CSS, Webflow

Tools

Figma, Sketch, InVision, Illustrator, Photoshop

Education

Human-Centered Design Certification
LUMA Institute
2023

UX Certification
Nielsen Norman Group
2018 - 2022

Web Design & Multimedia
Art Institute of Philadelphia
2010

Languages

English & Spanish