**Magda Romero**Senior Product Designer / Design Systems

[www.magdaromero.com](https://www.magdaromero.com/) | [linkedin.com/in/magdaromero](https://www.linkedin.com/in/magdaromero/)  
mrsfdesign@gmail.com | 510.717.4793 | San Francisco, CA

**SKILLS**

**UX/Product Design**  
Leading agile design process from concept to shipment in collaboration with cross-functional teams of Product Managers and Designers. Understanding user needs and business goals. Turning complexity into simple UX solutions. Iterating per data and user research to boost product performance. Communicating design vision and strategy to stakeholders.

**Design Systems/Visual Design**  
Crafting a coherent visually appealing language for a product in the form of time-saving component and pattern libraries. Leading teams through implementation and establishing processes. Advocating for system thinking.

**Competence**  
Design Leadership, Design Strategy, Design Thinking, User Interface Design, Wireframing, Prototyping, User Flows, Personas, Visual Design, Storytelling, User Research, Interaction Design, Information Architecture, Responsive Design  
Tools: Figma, Adobe Creative Suite, Sketch, Invision

**Work Ethic**  
Problem-solving, result-driven and collaborative. Personable and aware that success comes from a team effort.

**WORK EXPERIENCE**

**Senior UX Visual Designer** | Autodesk, San Francisco, CA 01/2020 - 03/2024

*Evolved the Autodesk Design System used by 95 teams elevating it to a high standard of consistency and usability, and enabling teams to build faster. Fostering functional innovation, supported a scalable design framework and oversaw implementation. Led migration of platforms to the new system and refined features and user flows.*

* Maintained Design System documentation. Identified when patterns and templates were needed and contributed them to a Figma library of scalable building blocks. Provided a bridge between Design Systems, Product delivery, and engineering and advocated for a systems mindset.
* Collaborated with engineering during implementation of components in code. Co-created processes for contribution to the design system for designers and engineers. Conducted QA and shaped the Design System roadmap.
* Mentored Product teams in Design System implementation. Reviewed product work across platforms for coherence and a consistent use of guidelines. Ensured that design solutions were intuitive and user friendly.
* Defined implementation strategy and successfully accomplished transition of applications to the system. Provided hands-on support to Product teams and handed off high-fidelity mockups and prototypes to engineering.

*Designed innovative web and mobile platform features that improved consumer self-serve metrics. Created wireframes and prototypes, participated in design workshops and user research, and handed off high-fidelity mockups and UI specifications. Ensured a continuity of user experience by overseeing a consistent implementation of Design System components and patterns.*

* Facilitated transition to a new identity provider and a new Design System by redesigning Sign in and Create Account flows. Aligned design with back-end technology requirements for a more secure, consistent and transparent UX.
* Integrated high-profile Subscription View, Modify and Renew capabilities into the Account interface. The automation was highly appreciated by users and improved CES by 5 points.
* Empowered administrators to self-serve onboarding software for teams. Designed a guided, streamlined Personalized Onboarding module in Account. Reduced support call volume and improved CES by 6 points. Engagement with module increased traffic to Account by 70k visits.
* Created a self-serve SSO setup application in the Account from ground up. Turned the complexity of adding a domain, configuring SSO and testing users into a clear multi-step interface. 6 months post-launch results showed 39% activation lift for 200-400k monthly visitors.
* Improved engagement in the Profile experience through a complete functional and visual redesign. Added transparency, simplified layout and interactions, and made it responsive. Increased profile completeness for the 1,400,000 monthly visitors. Optimized customer data collection.
* Reduced UX and engineering effort by contributing reusable patterns and templates to a Design System documentation. Defined use cases and informed execution. Collaborated with development in Quality Assurance.

**Design Manager** | Allstate Esurance, San Francisco, CA 01/2012-01/2020

*Drove design and creative strategy and facilitated the customer journey from discovery and purchase to a policy holder experience. Inspired a team of 5 visual designers to do their best.*

* Led the design team through defining visual foundational elements and translating it into a design system.
* Achieved a significant improvement in quote-to-close ratio through Esurance.com and car insurance purchase app redesign. Simplified user flows, information architecture, and interactions. Migrated them to a responsive format. Carried prototypes through qualitative user testing.
* Increased traffic and CTR for the website through ongoing optimization per quantitative testing, heat maps, and SEO. Iterated on UI elements and layout for A/B and Multivariate experiments.
* Enhanced customer self-serve capabilities developing automated claims submission app features.
* Supported launch of Home, Life and Mexico Travel Insurance products designing shopping apps from ground up.

**EDUCATION**

**Associate of Graphic Design** | University of California, Berkeley, CA

**Master of Arts (M.A.), Linguistics** | University of Warsaw, Poland