

Leisy Vidal

Director of Design & User Experience

EDUCATION

Yale University (2023-2024)

Yale School of Management's Executive Education Accelerated Management Program

Harvard University (2017 - 2019)

Master of Liberal Arts, Digital Media Design

Graduate Certificate, Learning Design Technology

University of Central Florida (2010 - 2015)

Bachelor's Degree, Digital Media - Web Design Track

EXPERIENCE

2022 - 2024

Sr. Manager of User Experience | Target

- Oversee creative direction for Target's digital guest facing experiences in apps, websites, and in-store checkout experiences.
- Manage 3 teams, host weekly 1:1's with direct reports, create customized yearly career growth plans for each designer
- Created strategies for future feature maps and release backlogs for over 256 new features

2021 - 2022

Sr. Director of Design | Branding Brand

- Oversaw all creative direction, UX, and strategy for 20+ native apps, PWA's and websites for clients like Burberry, Crocs, Madewell, BJs, Tilly's Forever 21, Audible, and Ralph Lauren
- Establish resource assignments and schedules for 6 direct reports
- Host weekly 1:1's with direct reports, create customized yearly career growth plans for each designer, and establish criteria for design team roles per grade (intern, junior, mid-level, senior, and leads)
- Manage recruitment, hiring processes, onboarding, and training for new designers based on sales pipeline
- Design wireframes, high-fidelity designs, and user flow prototypes in Figma, Sketch, and Principle as needed

CONTACT

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Remote - Florida, USA

AREAS OF EXPERTISE

Design Leadership

Design Operations

Executive Leadership

Project Management

Design Recruitment

Creative Direction

User Experience

UX Strategy

Wireframes

UX Prototyping

UI Design

Design Workshops

Accessibility

App Design

Web Design

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EXPERIENCE (CONTINUED)

2017 - 2021

User Experience Designer | Designzillas

- Designed user interfaces, wireframes, high-fidelity mockups, and interactive prototypes using Sketch and Figma
- Developed websites with HTML, SCSS, PHP, JavaScript, and WordPress
- Developed custom WordPress websites with advanced custom fields and Gutenberg blocks.
- Developed custom WordPress themes, plugins, post types, and taxonomies.
- Led design and development teams in monthly training and design sprints, set quarterly and monthly department growth goals, led new hire interviews and onboarding for design and development.
- Designed the in-house design system, Core

2013 - 2017

Technology Trainer | Orange County Library System

- Taught web design classes on topics like HTML, CSS, JavaScript, responsive design, SEO, and WordPress.
- Developed all of the web design curriculum and held the classes' instructional methodology training sessions for all staff

2015

UCF Advanced Design Lab Intern | NBC Universal

- Created extensive project research and conceptual art for the Universal Creative team
- Developed copy and 3D renderings for proposed future in-park experiences.

2014

Web Design + SEO Lead | VGlobalTech

- Designed and developed responsive WordPress and Joomla websites
- Managed SEO with Google AdWords and Google Analytics
- Produced RFPs for prospective web design clients

SOFTWARE + SKILLS

Figma
Sketch
Principle
Miro
HTML
CSS
JavaScript
PHP
WordPress
GitHub

CERTIFICATIONS

Nielsen Norman

User Experience Master
Certification

Nielsen Norman

UX Leadership
Certification

PROFESSIONAL ORGANIZATIONS

- Design Ops Assembly
- Design Leadership
- Women In Tech
- Techqueria Latinx in Tech
- LatinX Who Design
- AIGA Orlando
- WordPress Orlando
- Dribbble Orlando