**Elizabeth Valdelamar**

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## Professional Summary

Creative and versatile UX Designer, Graphic Designer with 7+years of experience delivering user-centered designs, managing digital projects, and collaborating across cross-functional teams. Skilled in Figma (Auto-Layout), Adobe XD, React.js and Angular components, and SAFe Agile practices. Proven ability to improve product usability, streamline workflows, and drive successful outcomes for enterprise and customer-facing platforms.

## Skills

Design & Research:

* User Interface (UI), User Experience (UX), Interaction Design, Wireframing, Prototyping, Usability Testing, Design Systems, Information Architecture, Human-Centered Design, User Flows, Rapid Prototyping, Visual Design, Branding

Tools & Technologies:

* Figma (auto layout), Axure RP, Adobe XD, Photoshop, Illustrator, InDesign, Adobe Creative Suite, HTML(basic), CSS / SCSS(basic), JavaScript (basic), React.js and Angular components, Bootstrap Material, Font Awesome

Agile Methodologies:

* SAFe (Scaled Agile Framework), Agile, Scrum, Program Increment (PI) Planning, Cross-functional Collaboration

## Professional Experience

### UX Product Designer Tech Mahindra(Full-Time) – Remote / Irving, TX April 2022 – Present

* Tech Mahindra is a global IT services and consulting firm that partners with Fortune 500 clients across industries to deliver digital transformation and customer-centric solutions.
* Contracted to BNSF project for 3 years, focusing on enhancing internal enterprise applications used by thousands of employees.
* Designed and optimized digital experiences for telecom and finance clients, aligning business goals with user needs.
* Conducted user research, stakeholder interviews, and usability testing to inform data-driven design strategies.
* Created wireframes, user flows, and interactive prototypes using Figma (auto layout), Adobe XD, and Axure RP.
* Collaborated cross-functionally with developers, product owners, and QA in Agile/Scrum teams.
* Evolved and maintained design systems, ensuring scalable and accessible UI components across platforms.
* Streamlined complex workflows, significantly improving user efficiency and product usability..

### UX Product Designer & Architect

**Tech Mahindra (BNSF Railway- Contract ) – Fort Worth, TX- April 2022 – April 2025**

* Led the development of scalable design systems and UI style guides.
* Created intuitive, user-centered web interfaces using Figma (auto layout) and Axure RP.
* Partnered with cross-functional teams to deliver consistent and user-friendly designs.
* Modernized legacy interfaces, streamlining workflows and reducing click counts.
* Created and Maintained Design System UI libraries using Bootstrap, Font Awesome, and BNSF branding
* Mentored two summer interns, guiding them through UX design processes and best practices.
* Onboarded and trained three new UX designers, integrating them into design systems and team workflows.

**Key Responsibilities:**

* Designed user-centric web and mobile interfaces for enterprise platforms.
* Collaborated with front-end teams on React.js and Angular integrations.
* Applied SAFe methodologies to manage large-scale Agile projects.
* Created scalable design systems and UI style guides for consistency.
* Conducted user research, wireframing, prototyping, and usability testing.
* Streamlined workflows through iterative design and cross-team collaboration.

**Significant Accomplishments:**

* Boosted engagement by 20% through UI/UX redesign of internal tools.
* Increased customer satisfaction scores by 30% with platform enhancements.
* Reduced design-development handoff errors by 40% through improved processes.
* Supported faster product releases through active participation in PI Planning.

### UI/UX Designer

**GraphXsource – Dallas, TX Feb 2021 – Feb 2022**

* Led the end-to-end redesign of a B2B SaaS platform, resulting in improved usability, reduced onboarding time, and increased customer satisfaction.
* Created a scalable design system based on Google Material Design principles, improving consistency across the product and accelerating development cycles.
* Utilized Figma and Auto Layout to design responsive wireframes, high-fidelity mockups, and interactive prototypes for both desktop and mobile platforms.
* Conducted competitive analysis, heuristic evaluations, and informal usability testing to validate design decisions and optimize user journeys.
* Developed detailed UI specifications, interaction guidelines, and component libraries to support agile development and handoff.
* Collaborated with cross-functional teams—including developers, product managers, QA testers, and stakeholders—to ensure alignment between business objectives and user needs.
* Facilitated design reviews and feedback sessions to iterate on concepts and improve cross-team communication.
* Worked closely with front-end developers to ensure pixel-perfect implementation, maintain design integrity, and resolve UI/UX edge cases during development.

### Graphic Designer & UI/UX Designer May 2016 – Jan 2020

Advanced-Online (A Follett Company) – Coppell, TX

* Designed wireframes and mockups for both desktop and mobile interfaces of merchandise e-commerce sites using Adobe XD, focusing on early-stage user flows, responsive layouts, and visual hierarchy.
* Created visual assets and interface components for B2B and B2C digital products, ensuring consistent branding and a seamless user experience.
* Contributed to front-end development efforts using HTML, CSS/SCSS, and JavaScript to support layout customization, styling, and interactive behavior across merchandising sites.
* Collaborated daily with onsite developers to align design with technical implementation, troubleshoot UI challenges, and streamline handoff processes.
* Participated in the early planning and design phases of an internal web-based application aimed at improving workflow efficiency for employees updating website graphics.
* Worked with account managers to translate client requirements into functional, user-centered digital solutions.
* Produced a range of marketing materials including infographics, sales decks, web banners, and email templates to support promotional strategies.
* Led branding initiatives, applying strong typography, color theory, and layout design to maintain cross-platform consistency.
* Participated in QA and pre-launch reviews to ensure high fidelity between design specifications and live implementation.
* Managed multiple design projects under tight deadlines, contributing to the successful launch and maintenance of numerous school and corporate merchandise platforms.

## Education & Certifications

* UX Design Certificate – Google/Coursera – 2022
* Foundations of UX Design
* Start the UX Design Process: Empathize, Define, and Ideate
* UI Design & Design Thinking Courses – Coursera, Udemy, University of Virginia
* Build Dynamic UIs, Design Thinking, Information Architecture
* Tarrant County College – 2020
* AAS in Graphic Communication
* Certificate in Computer Graphics & Photo Retouching
* Dallas Community College - 2015
* Graphic Communication Program | 3rd Place Gallery Contest Winner
* The Academy of Irving (High School) -2008
* 4-Year Specialty in Advertising Design | 2nd Place Mixed Media Award