

Hey there,

I'm Nazarena – a hybrid designer and systems thinker who designs tools and platforms that enable multi-disciplinary enterprise teams to build reliable, scalable and customer-centered digital products.

My passion lies in solving complex problems and making connections between business, technology and design in order to drive impact within and outside of our organizations.

CONTACT ME

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SKILLS

User-Centered Design

UI Design

Product Strategy

Service Design

Storytelling

Workshop Facilitation

Cross-Functional Collaboration

Design Thinking

User Research

Front-End Development

Design Leadership

Process Leadership

Analytics

Strategic Communications

STUDIED AT

West Chester University

2009 – 2013

BFA, Graphic Design

Minor, Web Development

EXPERIENCE

GlaxoSmithKline

Lead Product Designer | Platforms

June 2020 – Present

- Lead small Design pod and interns to deliver Developer Portal capabilities, enabling internal-facing teams to discover catalog solutions such as APIs and CI/CD templates, and securely manage RPA bots. This work includes E2E RPA lifecycle and systems documentation created in collaboration with BU partners, Tech Ops and Risk teams.
- Communicate value of Developer Portal and GSK design system across multiple levels of the organization by creating data-driven presentations in an effort to secure funding, drive product adoption, and align on internal business partners' objectives.

Senior Product Designer | Platforms

September 2018 – June 2020

- Led design, customer management and strategic comms for the GSK design system in collaboration with Design, Engineering and Global Brand partners, enabling Tech teams to build better digital products at speed. This included assisting dev team with web component theming, design token mapping, and implementation documentation.

Muhlenhaupt + Company

UX Lead

December 2016 – September 2018

- Elevated design practices and established agency delivery process between internal team and clients by creating templates for project briefs, UX audits, and workshops.
- Led small team of designers and freelance developers to build marketing websites, mobile apps, and digital campaigns while working closely with clients, strategists, and leadership. This included presenting final work to clients.

Moody's Analytics

UX Designer | E-commerce

April 2015 – December 2016

- Designed and improved the user experience of the Moody's Intranet platform and consumer-facing financial products such as CreditCycle.
- Accelerated development processes by partially coding the front-end UI and creating a Bootstrap-based design system that enabled the engineering team to easily theme applications and reduce duplicative work.

SAP

Interactive Designer | Global Graphics

July 2014 – April 2015

- Digitized sales print proposals into web-based experiences to improve effectiveness of customer pitches and increased US employees' engagement with Corporate Social Responsibility through the design of interactive data visualizations.

Graphic Designer | Global Graphics

May 2013 – July 2014

- Collaborated with value engineers, executives, and writers, to conceptualize and design infographics, Big Data diagrams, and keynotes for strategy meetings.