



Resume

Nazaury Delgado

I'm a Product Designer specializing in developing user-centric design systems that maintain brand identity while addressing user needs. I led the UX/UI design for Longtail's educational suite, resulting in increased user satisfaction. I foster cross-functional collaboration in projects and thrive on creatively solving challenges to deliver improvements in user engagement and brand perception.

Skills

Design: User Interface, Responsive Design, Visual Design, Typography, Drawing, Social Media Design

User Experience: Design Systems, User Research, Storyboarding, Wireframing, Usability Testing, Prototyping, Interaction Design

Multimedia: Photography, Video Editing, Motion Graphics.

Software: Figma, Sketch, Adobe Creative Suite, Final Cut Pro

Education

Fashion Institute of Technology

B.F.A. Graphic Design

Fun Fact

Hey! I'm Naz, and I'm all about creating cool experiences, whether that's making music, capturing incredible landscapes or portraits with my camera. When I'm not working, you'll usually find me out exploring, recording cinematic videos, or just finding new ways to express myself and have fun with what I love.

nazdel90@gmail.com

nazaurydelgado.com

Experience

Product Designer

Ubisoft — Longtail Studios | 2014 - Now

- Developed and implemented a comprehensive design system, significantly enhancing brand consistency across mobile and web platforms, creating a cohesive user experience.
- Led end-to-end design for Longtail's educational suite, including mobile app interfaces, wireframes, animated prototypes, and custom avatars, with a focus on intuitive user flows and engaging interactions
- Collaborated with global, cross-functional teams — from product managers to engineers — ensuring seamless project execution from ideation to final release.
- Optimized visual and audio asset delivery, adhering to industry standards, to elevate in-app experience and performance.
- Worked closely with executive leadership to establish brand identity and design microsites, positioning Longtail's digital presence to engage and retain users.

Product Designer, eCommerce UX

Carter's | 2022 - 2024

- Conducted user research and usability testing, resulting in a 10% increase in user satisfaction.

- Collaborated with cross-functional teams to create a seamless shopping experience, leading to a 10% increase in conversion rates.
- Designed responsive user interfaces for mobile and desktop, ensuring a consistent and engaging experience across devices.
- Led A/B testing initiatives that optimized user flows, contributing to a 20% reduction in cart abandonment rates.
- Created and maintained a comprehensive design system, improving efficiency and consistency across the design team.
- Developed wireframes, prototypes, and high-fidelity designs

Freelance Visual Designer

Noom | 2021-2022

- Collaborated with Art Directors and Editors on weekly ad campaigns, contributing to an increase in user engagement on Noom's App.
- Designed motion graphic videos for Facebook, effectively simplifying and showcasing complex health benefits.
- Conducted weekly data analysis, generating hypotheses and crafting iterations for continual improvement.

Likeable Media | 2021

- Conducted quantitative research and crafted engaging social posts across platforms, enhancing online presence.

Sparkling Ice | 2018-2019

- Recorded live footage and edited promotional videos, significantly raising brand awareness.

Alfalfa Studio | 2014

- Crafted visual direction and designed illustrative assets for clients.
- Developed diverse materials, including logo concepts, branding, newsletters, postcards, and brochures.