

SERENA ILLESCAS

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 Los Angeles, CA

SKILLS

Creative Leadership
Concept Development
Client Relations
Pitches & Presentations
Process Improvement
Cross-Functional Collaboration
Contracts & Negotiations
Project Planning
Improving Efficiency
Reducing Costs
Risk Assessment
Mentorship
eCommerce
UX/UI Design

EDUCATION

BFA
Rhode Island School of Design,
Providence, RI
2007

SUMMARY

As a seasoned UX/UI leader with over 15 years of expertise in branding and eCommerce, I have had the honor of leading dynamic teams and devising innovative strategies that propel growth and success for businesses of all scales. My extensive experience encompasses a diverse range of verticals, including beauty, fashion, agriculture, medical, B2B, and B2C, consistently delivering exceptional results across industries.

PROFESSIONAL EXPERIENCE

Senior CX Director 2014 - Current
Guidance, Los Angeles

Lead CX team to create eCommerce & design strategy for clients across multiple verticals. Defined and socialized creative process. Lead interdepartmental collaboration to successfully deploy final digital products. Created award-winning, responsive UX/UI design deliverables. Collaborated with internal leadership to strategically position the company to achieve its goals. Represented the CX department internally, in sales efforts, and in client presentations.

UX/UI Designer 2012 - 2014
Self-Employed Freelancer, Los Angeles (CBS, DexOne and others)

Designed intuitive wireframes and visual interfaces for web, mobile, and tablet applications, driving the evolution of branding and positioning for key brands and products, both independently and collaborating with in-house design teams.

Design Lead 2009 - 2012
JeTT Media, Los Angeles

Provided conceptual and aesthetic direction for the Design team. Issued creative briefs, coordinated workflow within the Creative Department, and represented the Creative Department in client meetings. Created project proposals, budgets, timelines, sitemaps and production milestones. Designed websites, mobile apps, logos, and corporate collateral.

Jr. Art Director 2008 - 2009
Juggernaut, Los Angeles

Operated alone and within a team developing campaign concepts, designing and writing copy for print, web, out-of-home, corporate ID, B2B and prospective client presentations. Interviewed, hired and managed creative interns. Dealt with third-party print houses and bulletin production companies.