

Senior Product Designer

Klimentina Jauleska-Vasilev

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Design portfolio: [klimentinajauleska.com](#)

Art portfolio: [jauleska.com](#)

SELECTED DESIGN EXPERIENCE

U.S. Bank | New York, NY

Senior Experience Designer, Consumer personalization | August 2024 - today

- Owning the entire design process from concept to delivery, ensuring a seamless customer-centered experience through continuous user research and refinement
- Designing reusable experiences for 1,500 unique business partners using theming, while building cross-functional partnerships and solving complex UX problems

Senior Experience Designer, Design Systems | September 2022 - 2024

- Lead the design efforts for the development of a world-class design system that upholds consistent design language standards and includes thorough documentation
- Established consistency and reusability for 250 teams, by creating flexible components based on continuous user research and competitive analysis

Senior Visual Interaction Designer, Locations | May 2021 - March 2022

- Designed an award-winning map-based Locations website, founded on iterative user research, behavioral science, accessibility and engineering constraints
- Created micro-animations and interactions as part of a complex interface in order to increase the engagement, the memorability and the usability of the product

Meta Platforms | New York, NY

Senior Product Designer, Meta for Business | March - September 2022

- Designed a web-based customer-centric digital product that serves thousands of businesses in 75 countries worldwide, with 23,000 active monthly users
- Resolved user roadblocks in a multi-page website, while coming up with solutions to help Meta for Business customers find and read their data clearly and with ease

Nielsen | New York, NY

Senior Product Designer, Data delivery | February - May 2021

- Designed modules of heavily data-driven business web applications that served two distinctive user groups — internal admins, and external customers and representatives
- Prototyped highly finished and visually balanced multi-layered screens based on iterative user testing and long term strategy, amongst an Agile team effort

EDUCATION

Masters of Fine Arts, Montclair, NJ, 2010 - 2012

Studio Arts and Photography, Montclair State University

Bachelors in Fine Arts, Skopje, Macedonia, 2004 - 2009

Painting, Drawing and Design, University of ss. Cyril and Methodius

HELLO

With over a decade of experience, I specialize in visual and interaction design, research, and innovation.

I leverage empathy, collaboration, intuition, and industry best practices to craft elegant solutions for complex, ambiguous problems.

Understanding the user's mental model is central to my design thinking process. I'm passionate about emerging technologies and exploring how they can enhance the human experience.

SKILLS

Visual & interaction design

Creative problem-solving

User-centric thinking

Innovation & AI

Prototyping & illustration

Research & synthesis

Simplifying complexity

Leading with empathy

Systems thinking & facilitation

Customer personalization

AWARDS

2023 1st place - Innovation Design Jam

Accessibility and inclusion with AI

2023 Gold Design Award

Spark event - concept and animation

2022 Gold Shield Design Award

U.S. Bank branch and ATM locator pages

2010 & 2011 Merit Scholarship Award

Studio Arts, Montclair State University, NJ

CERTIFICATES

UserZoom Platform Essentials, NYC, 2023

User Research and User testing

UX/UI Program, NYC, 2020

UX Design/Research, General Assembly