

Senior Product Designer

Klimentina Jauleska-Vasilev

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Design portfolio: klimentinajuleska.com

Art portfolio: jauleska.com

SELECTED DESIGN EXPERIENCE

U.S. Bank | New York, NY - Remote

Senior Experience Designer, Consumer Personalization | August 2024 - Present

- Lead design strategy and vision from concept to delivery ensuring seamless user experiences across native and responsive web designs for over 1,500 partners.
- Designed conversational experiences integrated into chat, and voice features for improved customer engagement with an AI Smart Assistant.
- Partnered with cross-functional teams to drive clarity and deliver scalable, user-centered solutions, ensuring alignment with business and technical constraints.

Senior Experience Designer, Design Systems | September 2022 - 2024

- Led the design and development of numerous system components in a world-class design system used by 250 teams, driving a 40% increase in system's adoption.
- Led cross-functional teams through co-creation sessions and office hours, effectively resolving ambiguity and ensuring consistency across products.
- Guided toward a clear solution and delivery, resulting in increased efficiency and time saved by 37% for product teams, and cost reductions of 33%.

Meta Platforms | New York, NY - Hybrid

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

- Designed intuitive products for 23,000 active users across 75 countries, addressing complex navigation challenges while prioritizing design system components.
- Collaborated with PMs and engineers to align product vision with user needs and technical constraints, through co-creation sessions communicating unified vision.
- Demonstrated deep understanding of both business and partner needs, using data-driven insights to inform design decisions and align solutions with strategic goals.

Nielsen | New York, NY - Remote

Senior Product Designer, Data Delivery | January - May 2021

- Created modular, data-driven applications for internal and external users, using an iterative research-based process, raising the Net Promoter Score from -50 to +25.
- Improved the ease of use and the visual appeal using balanced visual design and micro-interactions, leading to a 35% increase in user satisfaction.
- Delivered multiple high-fidelity prototypes, enhancing user experience and improving functionality, accessibility, and visual satisfaction.

SKILLS

- **Design & Strategy:** Visual & Interaction Design, Design Strategy, Driving Design Vision, User-Centered Design from Concept to Delivery, Scoping and Prioritizing
- **Prototyping & Tools:** Expert in Prototyping, Figma (Autolayout, Variables, Interactive components), Wireframing, High-Fidelity Prototypes and Animation
- **User Research & Insights:** User Research & Synthesis, Usability Testing, Stakeholder Interviews, Competitive analysis, Task Success Score, Net Promoter Score, etc.
- **Collaboration & Leadership:** Cross-Functional Team Leadership, Empathy-Based Design, Stakeholder Engagement, Leading Workshops and Co-creation Sessions
- **Emerging Technologies:** AI & Conversational Design, Spatial Computing, Technological Exploration, Innovative Thinking
- **Communication & Presentation:** Effective Verbal & Written Communication, Visual Storytelling, Presentation & Facilitation, Clear Vision and Idea Expression, Empathy

SUMMARY

As a strategic and future-forward Senior Product Designer with over a decade of expertise, I specialize in every stage of the design process, from discovery and strategy to execution and delivery. I am an expert in visual and interaction design, user research, and innovative solutions that seamlessly bridge user needs, business goals, and technical constraints. I'm passionate about understanding users' mental models, simplifying complexity, and clarifying ambiguity to create intuitive, impactful, and elegant solutions. I'm driven by emerging technologies and exploring how they can enhance the human experience. I take pride in leading through cross-functional collaboration, driving outcomes to improve accessibility and inclusion.

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

AWARDS

2023 1st place - Innovation in Design
Accessibility and inclusion with AI

2023 Gold Design Award
Concept and animation for Spark

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