

# SOURELLY HEREDIA

Raleigh, NC 27603  
<https://portfolio.sourelly.com> SHC@work2023

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## SUMMARY

User Experience (UX)/User Interface (UI) designer professional with 12+ years of experience and skilled in creating intuitive digital products and crafting intuitive, user-centric solutions. I possess extensive experience building applications for web and mobile that meet user needs and business goals. My experience is based in user experience design (UX), user interface design (UI), information architecture, interaction design, accessibility, and web project management. Experienced in working with stakeholders and end users to define requirements and design needs. Experienced in the creation of personas, scenarios, user journeys, competitive analysis, information architecture, interaction designs, screen flows, wireframes, mockups and prototype. Possess excellent communication and collaboration skills and excellent judgment and problem-solving skills. Strong understanding of how to leverage technology to solve user problems. Adept at managing multiple projects simultaneously. Committed to designing accessible, standards-compliant experiences (Section 508, WCAG 2.2). Excellent communication, collaboration, judgment, and problem-solving abilities. Proficient in resolving technical issues for both technical and non-technical stakeholders.

## RELEVANT WORK EXPERIENCE

### Product Designer Lead, Aviarai, Morrisville, NC (Remote)

08/2024 – Present

- Drive the full product design lifecycle, from discovery and research through prototyping, testing, and implementation.
- Define and execute user research strategies in collaboration with product managers, stakeholders, and engineers to uncover insights that inform product direction.
- Develop and manage research plans, including objectives, timelines, methodologies, and participant recruitment criteria.
- Lead user interviews, surveys, and usability studies to identify pain points and validate design hypotheses.
- Synthesize research insights into personas, journey maps, user flows, and information architectures that guide experience design.
- Translate product/business requirements into user-centered wireframes, high-fidelity mockups, and interactive prototypes.
- Establish and communicate the product design vision and strategy, ensuring alignment across teams.
- Align design initiatives with business outcomes, user needs, and measurable KPIs.
- Create/maintain a scalable design system to ensure UI consistency, accessibility, and visual harmony across the product suite.
- Build UI components for the Aviarai Design System.
- Collaborate closely with engineering teams to ensure seamless, high-quality design implementation and execution.
- Facilitate design critiques, workshops, and cross-functional alignment sessions to drive collaboration and innovation.
- Iterate on solutions based on user feedback, product metrics, and business performance data.
- Champion accessibility and inclusivity, ensuring compliance with WCAG 2.2 and Section 508 standards.
- Advocate for user-centered and data-informed decision making, ensuring designs are intuitive, inclusive, and impactful.
- Contribute to product strategy and backlog planning, serving as both a design leader and, when needed, a product owner in a start-up or agile environment.

### Project

**Aviarai** is an AI- and machine-learning–driven web and mobile application built to empower poultry farmers with intelligent insights and automation. By leveraging predictive analytics and real-time data processing, Aviarai helps farmers efficiently manage and optimize operations across flock management, feed scheduling, health monitoring, and overall farm performance tracking. Powered by advanced AI models, the platform acts as a smart digital assistant that learns from farm data to provide tailored recommendations, early disease detection alerts, and performance forecasts. This enables administrators and farm managers to make data-informed decisions, enhance biosecurity measures, and maintain consistent productivity. Aviarai transforms traditional poultry farming into a data-driven operation, delivering smarter health management, improved resource utilization, and higher profitability through continuous AI- and ML-based optimization.

### UX/UI Designer Lead, Brillio, Edison, NJ (Remote)

11/2021 – 08/2024

- Led the end-to-end UX design process, from user research and ideation to prototyping and usability testing.

- Led the creation of new products and features, and business strategy at the intersection of user needs and business goals.
- Liaised with product managers to define requirements, understand user needs and key business drivers to develop solutions.
- Created research questions for potential users and stakeholders; and conduct user research to gain deep insights into the user needs, behaviors, and motivations.
- Used a variety of qualitative and quantitative research methods to apply to research questions.
- Developed user personas, user flows, user journeys, information architecture to inform the design process.
- Designed wireframes and mockups for B2B and B2C web and mobile applications.
- Translated product requirements into wireframes, mockups, and clickable prototypes.
- Facilitated brainstorming sessions, and design sprints.
- Collaborated and ideate more inclusive solutions and innovations for accessibility.
- Reviewed designs, mockups, and prototypes throughout the product development cycle to increase quality and compliance.
- Collaborated with Product and Engineering to resolve and fix accessibility issues.
- Promoted design guidelines, standards, and best practices.
- Built experiences for desktop and mobile that leverage best practices and human-centered design patterns.
- Worked directly with stakeholders to concept solutions through design thinking exercises.
- Presented designs and key milestone deliverables to product and development teams, and executive level stakeholder
- Effectively communicated design processes, ideas, and solutions to team members and client.
- Gathered feedback on design solutions and explain rationale for the design.
- Articulated and demonstrate how the design solution meets user needs, business goals, technical constraints.
- Advocated for the users' perspective when collaborating with product managers and engineers to plan roadmaps, gather requirements, and structure the work. Also, while strategically solve complex problems.
- Advocated for accessibility and inclusive design practices.
- Created consistent experiences while utilizing a design system.
- Supported the team in integrating artificial intelligence into the design process.
- Mentored and provide guidance to junior designers, fostering a collaborative and innovative team environment.
- Led the team of designers assigned to project.
- Managed other UX professionals in the firm.
- Created designs and prototypes using Figma

## Projects

- BrillioOne.ai
- AAA – Connect+
- Centene Partner Portal
- Centene Project Care
- Centene Web Claims

**UX/UI Designer, Conduent, Morrisville, NC**

03/2019 – 10/2021

- Created information architecture, screen flows, wireframes, and interaction designs and interactive prototypes.
- Applied user-centered design principles to the creation of user experiences for B2B and B2C web and mobile applications that were built using blockchain technology.
- Worked with product owners and stakeholders to understand business goals, strategy, product offerings, and gather requirements for new designs.
- Translated requirements and findings into usable, useful, effective, and efficient user experiences.
- Designed wireframes and mockups for web and mobile applications.
- Created consistent experiences while creating and utilizing a design system.
- Performed stakeholders and users interview to gain insight into the designs and to gather feedback.
- Communicated design work with cross-functional team.
- Prototyped and validated proposed designs with customers and product development team
- Effectively communicated UX design and rationale to key stakeholders
- Delivered the UX designs to engineers and work with engineers to ensure quality and completion of projects.
- Worked with product owners in the creation of user stories in the ado board.
- Ensured the team follows company visual guidelines in the development of solutions.
- Served as the scrum master for the agile team.
- Performed other duties as assigned.
- Create designs and prototype in Adobe XD and Figma

## Projects:

- Vendor Data Management
- Invoice & Payments
- Enterprise Cash Flow
- Conduent ID
- ConnectPay – Operations Portal
- ConnectPay – Client portal

### UX/UI Designer Lead & Web Developer, Bersys Solutions, LLC, Raleigh, NC

11/2017 – 03/2019

- Applied user-centered design principles to the creation of user interfaces and information architecture.
- Led the end-to-end UX design process, from user research and ideation to prototyping and usability testing.
- Designed the Information Architecture to satisfy client's requirements and users' needs.
- Translated findings into usable, useful, effective, and efficient user experiences.
- Provided information verbally and visually through low, mid, and high-fidelity renderings and clickable prototypes.
- Developed web solutions based on applied research and industry best practices to meet clients' business/functional requirements.
- Worked on website or web application architecture projects from conception to build.
- Provided reliable solutions to a variety of problems using sound problem solving techniques.
- Front-end development in XHTML or HTML5, CSS, JavaScript, and jQuery and back-end development of web applications and advanced forms in PHP and MySQL.
- Used Axure, Adobe XD, or Figma to create UX/UI design and interactive prototypes.

## Project:

- Signature Consulting Group website and career application.

### UX/UI Designer, Project Lead (*Contractor*), Lenovo (DynPro), Morrisville, NC

04/2016 – 10/2017

- Led the user experience for a core business application – the business transformation online hardware configurator (LESC).
- Led the end-to-end UX design process, from user research and ideation to prototyping and usability testing.
- Assisted the team in gathering requirements and provide strategy of the UI design of solutions to solve and meet requirement.
- Deliver, review, and critique the ux design ideas of a multi-skilled team to ensure effective and rich designs, great interaction, visual styling, and consistency of the user interface.
- Participated and led UX activities by conducting usability council meetings to communicate the user experience at various stages of the design process by making compelling designs and concepts and expressing them in a visual and verbal ways.
- Checked the application and identify ways to improve the user experience and user interface of the tool and translated findings into usable, useful, effective, and efficient user experiences.
- Occasionally provided direction and strategy of the UI development.
- Driving, overseeing, and providing thought leadership in the assessment of existing sites/properties for usefulness, usability, visual design, content, and branding.
- Paired up and collaborated with relevant leads to keep the experience design vision intact and balanced with UX strategy and creative innovation.
- Developed and maintained relationships with key internal client stakeholders
- Provided development guidance to solve complex problems based on data structure, and UX/UI design best practices and utilized my technical experience including HTML5, CSS, JavaScript, jQuery and responsive and adaptive design to provide solutions to cross-functional development team.
- Worked with the development team throughout the development process to ensure the proposed solution is developed and implemented as designed.
- Maintained information current of technology knowledge and UX/UI design trends to be able to provide best solutions following web standards to solve problems or business needs.
- Create designs and prototype using Axure and Adobe XD

### Senior Consultant, UX/UI Designer & Developer, Signature Consulting Group, Windsor Mills, MD

03/2014 – 3/2016

### Consultant, UX/UI Designer & Developer, Signature Consulting Group, Windsor Mills, MD

04/2012 – 2/2014

- Developed web solutions based on applied research and industry best practices to meet clients' business/functional requirements.

- Worked on website or web application architecture projects from conception to build.
- Communicated with other developers and designers the functional and business requirements of a given application.
- Designed and administered user interviews and surveys, and summarized findings to provide evidence-based recommendations that improve user interfaces and information architecture and have user value.
- Researched user needs and requirements and create personas, user scenarios, wireframes, mockups, and prototypes, functional specifications, and design the Information Architecture for complex web applications using Visio, Photoshop, and Axure.
- Applied user-centered design principles and create application concepts by defining information architecture, user interface flow, wireframes, mockups and other design guidelines.
- Effectively communicated UX design and rationale to key stakeholders.
- Designed the visual layout for websites or web applications to enhance users' appeal while maximizing functionality.
- Designed visuals for the websites using Photoshop, Illustrator, and Fireworks.
- Developed Navigation Model, Primary and Secondary Navigation structure.
- Conceptualized and design User Interfaces solutions for responsive and accessible web applications.
- Provided reliable solutions to a variety of problems using sound problem solving techniques.
- Front-end development in XHTML or HTML5, CSS, JavaScript, and jQuery and back-end development of web applications and advanced forms in PHP and MySQL.
- Developed, test, implemented, and maintained web-based application systems for clients.
- Created and executed designs for small sets of new functionalities as part of a software project.
- Collaborated and communicated professionally with local and remote development team and collaborate with other consultants in cross-functional teams to achieve project and business goals.
- Assured usability, quality, Section 508/WCAG 2.0 accessibility standards, and cross-browser compatibility of web applications.
- Troubleshoot system problems and issues and provide solutions to solve and improve applications.
- Established compelling, clean visual language throughout web application
- Updated project documentation: schedule, deliverables, tasks, and change requests.
- Built and constantly updated the company's website coded in PHP & MySQL, HTML5, CSS, JavaScript, and jQuery.
- Designed, developed, tested, and implemented the company's corporate website.
- Apply SEO strategies to promote the websites and increase browser visibility.
- Leads usability research and integrate results into product designs.
- Created process guides to allow content creators and administrators at the Centers for Medicare and Medicaid Services so they can update the Review Contractor Directory - Interactive Map.
- Experience in all phases of Software Development Life Cycle.
- Used the Help & Manual tool to create the help files of a web application and incorporate it using JavaScript into the application.
- Reviewed the work of other designers.
- Estimated level of effort, evaluated new options of similar technology, offer suggestions to improve processes, and provide comments on design aspects.

## Projects:

- Accountable Care Organization Quality Measures Assessment Tool (QMAT) for CMS. (*Lead UX/UI Designer / Developer*)
- Providers Compliance Group Interactive Map for the Center for Medicare and Medicaid Services (CMS) (*Web Developer*)
- Online Collaboration and Training Resource for the Health Resources & Services Administration (HRSA) (*System Admin*)
- Signature Consulting Group Corporate Website. (*Lead UX/UI Designer / Developer*)

## SKILLS

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**Design Tools:** Figma, Adobe XD, Axure, and Miro.

**Product Design:** User research, wireframing, Interaction design, visual design, rapid prototyping, usability testing.

**Front-End Development:** HTML5, CSS3, JavaScript, jQuery.

**Source Control & Collaboration Tools:** GitHub, Jira, Confluence, Sprint Tool Suite, SourceSafe, Azure

**Internet Marketing:** E-Mail Marketing, AdSense, AdWords, Technical Writing.

**Other:** Google Analytics, Salesforce, Mixpanel, Web Usability and Testing, Section 508 Compliance specialist, and Project Coordination.

## EDUCATION

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**M.S. Information & Communication Technology (Software Design & Programming)** GPA: 3.34, 2012 – 2017, University of Denver, Denver, CO (*Online*)

**M.F.A. Web Design & New Media**, 2009-2012, Academy of Arts University, San Francisco, CA (*Online*)

**B.S. Computer Engineering Technology**, 2002, SUNY IT Utica/Rome, Utica, NY

**A.A.S. Computer Information Systems**, 1998, Sullivan County Comm. Coll., Loch Sheldrake, NY

## **CERTIFICATIONS**

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**Certified Internet Webmaster**, 9/2008, NC State University, Raleigh, NC

## **TRAININGS**

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**Product Design in AI: Artificial Intelligence and Users**, 2024, Udemy (*Online*)

**How to design for Accessibility: for UX Designers (WCAG 2.2)**, 2023, Udemy (*Online*)

**Section 508 Web-based Intranet & Internet Information & Applications**, 2013, Odellus Corporation, Largo, MD

**Web Project Management**, 2012, International Webmaster Association (*Online*)

## **PORTFOLIO**

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## **REFERENCES**

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Available upon request