

# Silvia McIntosh

Design Lead, UI/UX | Product Designer

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**SUMMARY:** Design Lead and UI/UX Designer with experience across SaaS, B2B, and D2C e-commerce. Skilled in user flows, wireframes, high-fidelity UI, prototyping, and cross-functional delivery. Proven impact improving engagement and conversion through user-centered design.

**CORE SKILLS:** • Product Design • Responsive Design • Mobile-First • Wireframing • Prototyping • Interaction Design • Usability • Design Systems • User Research • User Testing • Stakeholder Collaboration • Developer Handoff • Google Analytics

**TOOLS:** Figma, Adobe XD, Sketch, Illustrator, Photoshop, InDesign, After Effects, Lightroom, Jira, Azure DevOps, Google Analytics

## PROFESSIONAL EXPERIENCE:

### Spectrum e-Commerce Solutions — Irvine, CA

Design Lead / Senior UX Designer | Jun 2022 – Present

- Lead UI/UX design across B2B, SaaS, and D2C platforms, delivering responsive web and mobile experiences. Create user flows, wireframes, high-fidelity UI, and interactive prototypes.
- Redesigned Kawasaki e-commerce experience, reducing shopping cart abandonment by **40%** through improved UX and checkout flow.
- Designed an admin platform improving customer service workflows for internal teams and client partners.
- Redesigned Xylem loyalty program and rewards ecosystem, **tripling engagement** via the Goulds Xylem mobile app and rewards store.
- Collaborate with stakeholders and developers to align requirements, ensure usability, and deliver high-quality implementation.
- Contributed to the design of an e-commerce platform integrated with the **Amazon API**, enabling streamlined product, inventory, and order workflows.

### Studio DMAD — Costa Mesa, CA

UI/UX Designer | Jul 2021 – Jun 2022

- Conducted user research and applied user-centered design methods to improve usability and product experience.
- Collaborated across teams to deliver wireframes, prototypes, and UI solutions for multiple client projects.

### Blossom Birth and Family — Palo Alto, CA

UI/UX Designer | Nov 2020 – Jul 2021

- Improved usability and navigation of a Weebly-based website through UX redesign and stakeholder collaboration.
- Gathered user feedback and led redesign concept sessions to align solutions with user and business needs.

## EDUCATION:

**Orange Coast College** — COA, User Experience Design (GPA: 4.0), 2022

**Seasons of Design** — User Experience Design Immersive, 2020

**Università degli Studi di Parma** — B.A., Modern Languages and Literatures, 2018