

# DIEGO VELAZQUEZ

CHARLOTTE, NC

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Lead decisions. Ship outcomes.

## PROFESSIONAL EXPERIENCE

TIAA

May 2022 – Present  
Charlotte, NC

- SENIOR EXPERIENCE DESIGNER (B2B / B2B2C)
  - Lead end-to-end UX across multiple institutional value streams, balancing business goals, user needs, and technology constraints to deliver research-informed solutions at enterprise scale.
  - Spearheaded the B2B Reporting redesign; completed Beta Phase 1 with ~10 consulting firms and transitioned into Phase 2 with plan sponsors.
  - Earned the 2025 Innovators D&CX Culture Catalyst Award for designing a proactive communication pattern and feedback module that increased engagement and improved issue resolution speed.
  - Led UX design for the Entitlements value stream and Service Request epic, including RCA and Forfeiture accounts invoice payments; established design foundations that accelerated delivery and improved plan sponsor and consultant experiences tied to B2B digital channel initiatives and CES targets.
  - Spearheaded the PlanFocus navigation redesign; built a functional AI-enabled Figma Make prototype and reusable template; prioritized intuitive information architecture, accessibility compliance (Title III), and Ethos design system adoption.
  - Pioneered the use of Figma Make across B2B initiatives to accelerate prototyping, improve consistency, and reduce time to delivery; established a repeatable standard for scalable design across institutional experiences.
  - Mentored a junior UX designer; strengthened design craft, accessibility practices, and design system adoption.
  - Facilitated discovery sessions, design sprints, and strategic workshops with product, engineering, content strategy, and the design system team; reduced rework and shaped product direction.
  - Received an overall Leading performance rating for 2025.

University of  
North Florida  
2019–2022  
Jacksonville, FL

- ASSISTANT DIRECTOR, GRAPHIC DESIGN - MARKETING  
Creative direction and design for all digital and print materials including all communications, marketing campaigns, and university-wide programs.

Castilleja School  
2016–2019  
Palo Alto, CA

- ASSISTANT DIRECTOR OF COMMUNICATIONS AND MARKETING  
Creative direction/design for all digital and print design including all communications, marketing, and fundraising needs for all school-wide programs. Main source for school branding needs, marketing strategy, web presence, and content management.

Castilleja School  
2015–2016  
Palo alto, CA

- OPERATIONS AND COMMUNICATIONS COORDINATOR  
Responsible for department's communications, marketing, visual/print design, and department programs' logistics. Travel Logistics.

Sonora High School  
2013–2015  
Sonora, CA

- WEB COORDINATOR  
Responsible for website content management, visual design, program promotions/marketing, and photography.

TD Ameritrade  
2003–2012  
Forth Worth , TX

- OPERATIONS MANAGER - NEW ACCOUNTS  
Manage and lead a department of 25 associates. Expertise in driving efficiency, and productivity through the development, evaluation and implementation of process improvements.

## SUMMARY

Senior Experience Designer leading UX product design for complex B2B and B2B2C workflows in regulated environments. Known for decision quality, fast execution, and production-ready craft. Leads end-to-end UX from ambiguous problem spaces to clear experience direction, validated prototypes, and shipped outcomes. Partners closely with product, engineering, research, content strategy, and design system teams to align stakeholders, clarify tradeoffs, and reduce rework. Delivers scalable patterns through strong information architecture, accessibility-first design, and rapid prototyping, including advanced use of Figma Make.

## CORE STRENGTHS

- Experience strategy
- End-to-end UX
- Information architecture
- Journey mapping
- Workshop facilitation
- Rapid prototyping (Figma Make)
- Design systems and patterns
- Accessibility (WCAG 2.1/2.2 AA)
- Stakeholder alignment
- Delivery leadership

## TOOLS

- Figma
- Figma Make
- FigJam
- Jira
- Confluence
- Adobe Creative Cloud
- Google Workspace
- Microsoft 365

## LANGUAGES

- English (fluent)
- Spanish (fluent)

## EDUCATION

2025–2026 (Target graduation: July 2026)  
LIBERTY UNIVERSITY  
MASTER OF ARTS IN HUMAN-CENTERED DESIGN

2013–2017  
SOUTHERN NEW HAMPSHIRE UNIVERSITY  
B.A. GRAPHIC DESIGN & MEDIA ARTS WITH A MINOR IN MARKETING