



Lilibeth Bustos Linares

Lead Product Designer · NYC, USA

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Creative problem solver & leader, turning complex tech into delightful experiences. 6+ years crafting products for startups. Passionate about fostering collaboration, driving growth, and inspiring the next generation of designers. I teach UX/UI at Memorisely, lead my Community of SoulDoodles, and host the SoulDoodles Podcast - igniting creativity and building community within the design world.

EXPERIENCE

Lead Product Designer · Nuvocargo

2022 to 2023

- Collaborated with a cross-functional team of product managers, marketers, and developers in the US and Mexico City. Fostered a culture of creative collaboration, driving alignment and shared ownership of design initiatives.
- Advocated for and maintained design systems, ensuring consistency and scalability across projects.
- Championed user-centric practices, conducting in-depth research to guide the development of intuitive and engaging user experiences.
- Led brainstorms, research, prototyping, and testing to unlock solutions for current business and user challenges. Planned and facilitated structured workshops to optimize workflows, accelerate product cycles, and achieve better outcomes.
- Streamlined internal operations, implementing effective processes to enhance efficiency and collaboration.

Lead Product Designer · Bttr

2021 to 2022

- Spearheaded the redesign of Allergan Aesthetics' education online platform, increasing conversion rates by 15% through user-centered design and A/B testing.
- Led the ideation and prototyping for their home page, and video page interface at Allergan Aesthetics, reducing user error by 20% through intuitive design and usability testing.
- Championed the development of a new component library for Allergan Aesthetics' design system, boosting designer productivity by 30% and ensuring brand consistency across projects.

UX/UI Designer · Rough Linen

2018 to 2020

- Spearheaded a ground-up website redesign, crafting a user-centric experience that led to a 42% increase in conversion rates.
- Developed engaging graphics for social media and marketing materials, solidifying the brand identity across platforms.
- Conducted in-depth UX research, including user interviews and journey mapping, to understand user needs and optimize the website experience.

UX/UI teacher · Memorisely

2021 to present

- Guided students through all stages of the design thinking process, from user research and ideation to prototyping and testing.
- Trained students in FigJam and Figma, using them for collaborative brainstorming, rapid prototyping, and high-fidelity mockups.
- Provided constructive and encouraging feedback to students from diverse backgrounds and locations, fostering their design confidence and growth.
- Delivered engaging online and blended learning experiences, connecting with students from across the globe and fostering a vibrant design community.

Founder & CEO · SoulDoodles

2020 to present

- Initiated and sustained a thriving international community fostering creativity and joy in adults through art.
- Cultivated a supportive environment for over 2000 members worldwide, connecting them through online forums, events, and shared artistic activities.
- Hosted the "SoulDoodles" podcast, featuring interviews with acclaimed artists and illustrators from around the globe. Showcased diverse artistic perspectives, shared creative insights, and inspired listeners to tap into their artistic potential.
- Led a dynamic team of 4 members, fostering open communication. Delegated tasks effectively, provided mentorship and encouragement, and guided collaborative creative initiatives to successful completion.

TOOL STACK

Figma

Notion

Miro

Loom

Maze

Slack

SKILLS

- User Research
- Remote Ideation
- Remote Facilitation
- Rapid Prototyping
- Design Systems
- Interface Prototyping

EDUCATION

Professional UX program · UC Berkeley Extension

Visual Design Program · General Assembly

Certificate in Digital Media Management · Universidad del Bosque

BA Communications & Journalism · Universidad Minuto de Dios