

Zoraida Salcedo

Senior Product Designer · Information Architecture & Interaction Design

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Profile

Senior Product Designer with nearly two decades of experience specializing in information architecture and interaction design for enterprise-scale applications. Drawn to environments where systems are layered, user types are multiple, and the right structure isn't obvious until you've mapped everything it has to serve. For the past several years, that work has lived in financial services — retirement, property & casualty, and life insurance — designing and redesigning complex, structured applications across multiple lines of business.

Core Competencies

Specialization · Information Architecture · Interaction Design · Enterprise UX · System Design

Industries · Financial Services · Insurance · HealthTech · Enterprise SaaS

Tools · Figma · Axure RP · FigJam · Miro · Adobe Suite

AI tools · Claude Design · Figma Make — throughout the design process for ideation, rapid prototyping, and design iteration

Experience

Specialist, UX – Interaction Design · [Nationwide](#) Sep 2021 – Present

Ohio (Remote) · Full-time

- ❖ Designed across multiple retirement solutions initiatives serving two distinct user types — plan sponsors and plan participants — each requiring separate information architectures with fundamentally different needs. Work spanned site-level IA restructuring, navigation and pattern alignment, data-dense financial dashboards, and CMS-constrained wireframes grounded in research and marketing requirements
- ❖ Designed investment planning and decumulation experiences that addressed real comprehension failures — participants misreading charts, misunderstanding income shortfall projections, and misjudging asset-to-retirement-capability relationships. Translated complex retirement data into actionable, personalized guidance through interaction design, visual hierarchy, and terminology decisions
- ❖ Designed self-service workflows for plan sponsors and associates — addressing regulatory requirements through clearer content, interaction patterns, and UX reviews that made compliance-driven tasks easier to complete without support
- ❖ Owned end-to-end design of Nationwide's life insurance underwriting platform — a greenfield

workspace redesign serving multi-stakeholder workflows across underwriters, operations, and vendor integrations. Days to Offer dropped from 8.25 to 6.63 days, daily users tripled from 50 to 150, and the platform enabled Nationwide's entry into the PPLI market

- ❖ Designed Quick Pay, a consolidated billing experience across ten P&C product lines — adopted into Nationwide's native mobile app and internally recognized as #1 in billing and payment in Keynova's Q4 2025 scorecard. Payment success reached 97%, up from a 60% baseline, against a 93% target; no-login flow peaks at 66% completion; contributed to a 30% increase in agent-center usage for billing management
- ❖ Designed financial data dashboards for two usage-based insurance programs — translating complex, data-dense relationships between driving behavior and billing into clear, actionable views for non-specialist users, working within defined technical constraints and platform limitations
- ❖ Built a Figma-based design system for the telematics product line — component library and patterns synced with brand standards — standardizing design and accelerating workflow across the team. Handed off as I moved to a different product area
- ❖ Translated user insights and business goals into design decisions through close collaboration with product, engineering, and research — with accessibility integrated as a requirement, not an afterthought

UX Designer – Information Architect · **TEKsystems (Contract)** Jan 2021 – Aug 2021

Ohio (Remote) · Contract

- ❖ Embedded within a large financial institution's retirement solutions team — working across information architecture, interaction design, and UI within an established enterprise environment
- ❖ Redesigned the participant view for an existing retirement platform and added new features to existing systems, working end-to-end in Axure RP
- ❖ Conducted competitor analysis to identify opportunities and inform design decisions within the existing experience
- ❖ Made the case for features that served business goals without losing focus on responsive design, mobile, and accessibility — grounding decisions in user research sessions and applying insights directly to iterations

Product Designer · **Think Telic** Oct 2016 – Dec 2020

Puerto Rico (Remote) · Contract

- ❖ Sole UX designer at a digital product firm — covering the full design process from information architecture through wireframes, prototypes, and final UI across web apps, mobile, and SaaS products
- ❖ Designed a mobile application for pharmacy clients to submit prescriptions and refills, alongside a per-pharmacy management dashboard and a company-level admin dashboard — three distinct user experiences within one product ecosystem, serving 50 pharmacies and 5,000+ active users. The architecture scaled to support six standalone branded apps for individual pharmacy chains.
- ❖ Designed the web presence for Skills Creative Studios, an art gallery in Puerto Rico — conducting audience research through owner and artist interviews, defining IA and UX from wireframes through final UI, under post-hurricane constraints with a hard deadline tied to the island's first post-storm gallery opening

- ❖ Designed a learning management system from concept through final UI
- ❖ Ran research and competitive analysis across projects — generating personas, defining requirements, and building the stakeholder alignment needed to move design decisions forward

Product Designer · **SourceLid (Contract)** Jun 2016 – Sep 2016

Miami, FL (Remote) · Contract

- ❖ Designed a web application for a YouTube partner — a role and access management system for internal staff and clients — conducting interviews, developing personas, and running A/B testing to define the MVP. Shifted management from doing enrollment work for clients to facilitating it, saving an estimated 55% of time per enrollment
- ❖ Designed a single product serving four distinct user types — each with their own access controls, file management, media uploads, and reporting needs.
- ❖ Designed a custom monthly reporting feature that translated raw YouTube analytics into clean, downloadable reports — giving clients a readable view of their own data for the first time

UX/UI Designer · **Various Agencies & Clients** Jan 2008 – May 2016

Puerto Rico

- ❖ Eight years of freelance work across agencies, organizations, and individual clients — spanning digital product design, brand identity, and UX across multiple industries
- ❖ Designed and redesigned websites and applications across multiple industries, defining UX and UI from wireframes and prototypes through to final deliverables
- ❖ Developed brand identities and visual systems built to be scalable and manageable across touchpoints

Education

BFA, Digital Art & Design · **Motion Minor** · 2014

EAPD · Escuela de Artes Plásticas y Diseño de Puerto Rico

Portfolio and case studies available at zoraidasalcedo.com