Victoria Salinas

Senior Product Designer

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Summary of qualifications

- Effective leader, mentor, and designer
- Strong interpersonal, communication, and storytelling skills
- Ability to balance stakeholder relationships with enterprise technology commitments
- Experience in corporate digital product development

Experience

Senior Product Designer   April 2022 - Present
H-E-B, Austin, TX

- Leading the experience design and information hierarchy strategy for product detail pages on heb.com and the My H-E-B app.
- Mentor to 4 associate level products designers and mentored one intern during Summer 2023.
- Collaborate with product management, engineering, merchandising, marketing, and other cross-functional teams to define product requirements and scope through workshops.
- Participated in research efforts for product detail pages and product cards.
- Coordinated three Hackathon projects and teams which has resulted in two teams receiving three awards.

Product Designer   October 2018 - April 2022
Sysco LABS, Austin, TX

- Led the experience design of the product discovery initiative on Sysco Shop which generated $17B in sales during FY21.
- Created the mobile design library for iOS and Android and collaborated with native engineers.
- Assisted in usability research and prototype tests with customers and Sysco sales associates.
- Mentored and onboarded 5 product designers to the product design team.

User Experience Designer   June 2017 - September 2018
Frost Bank, San Antonio, TX

- Supported development of Frost Bank's first digital online loan application for small business loans and home equity loans.
- Conducted user interviews to evaluate the current state of consumer lending from customers, internal stakeholders, and bankers.

Education

Texas State University, San Marcos, TX   December 2023
Master of Business Administration – Computer Information Systems

Texas State University, San Marcos, TX   May 2017
Bachelor of Fine Arts – Communication Design

Skills

Hard skills: design thinking, user experience design, prototype design, workshop facilitation, user-centered design, high-fidelity design

Leadership: effective communication, detail-oriented, product development, collaboration, mentoring, business strategy, project management