

KARLA ROSALES PALOMEC

Chicago, Illinois | (224) 508-0404 | karla@karlarosales.net | www.karlarosales.net

SUMMARY

A driven and accomplished Product Design Director with 10+ years driving digital transformation through human-centered design and design systems leadership. Proven track record building scalable design operations and demonstrated skill in building scalable frameworks for digital product consistency and shipping products (including AI-powered products) that achieve product-market fit. Experience spans fintech, health tech, and regulated environments with expertise in design for complex workflows. Recognized for building and mentoring high-performing teams, influencing executives through storytelling and systems thinking, and driving cross-functional alignment to accelerate growth, efficiency, and customer success.

**Product Design Vision & Strategy | Leadership | Human-Centered Design | User Experience (UX) |
Systems Thinking | AI-Powered Workflows | AI UX Design | Accessibility Standards | Digital Transformation
Generative & Qualitative Research | Usability Testing | Data Synthesis | Prototyping | User Journey Mapping
Information Architecture | Design Operations | Product Localization | Cultural Adaptation Frameworks
Product-Market Fit Measurement | Design for Regulated Environments (Finance, Health Tech, HIPAA)**

EXPERIENCE

ALIGHT SOLUTIONS, Chicago, Illinois

Product Design Director, 2020-2025

Led design for various teams on Worklife platform, including foundations from web and mobile app and reporting, analytics, and consultancy support on customer support solutions. Focused on increasing people-centered problem-solving, informed product rationale, and design efficiency while managing global team of 12 individuals. Worked closely with product and engineering leadership to define priorities, scope design work, and ensure solutions met both client requirements and platform standards. Oversaw multiple design leads, provided direction on user experience challenges, and coordinated design efforts across multi-stakeholder initiatives. Unified digital experiences to ensure that enterprise clients and employees interacted with cohesive platform.

- Led transition from old legacy solutions, unifying business solutions by implementing consistent practices and design standards. Improved operational efficiency and UX / UI consistency for foundation areas impacted.
- Spearheaded experience overhaul for mobile app, increasing app rating from 2.5 to 4.8 stars on iOS and 4.5 stars in Android.
- Directed development of North Star experience for new reporting and analytics solution.
- Conducted demos and feedback workshops with high-profile clients, improving client engagement and satisfaction.
- Optimized design workflow (operations, consistency with design system, and AI-workflow enhancement), resulting in 30% reduction from design to development time.
- Restructured design research function with initial team of three researchers. Handled hiring, establishing foundational practices, and advocating for internal support. Increased user satisfaction scores due to more informed design decisions.
- Connected and delivered first unified design language for advanced AI engine offering generative AI, large language model-driven chatbots (IVA), and personalized messaging.
- Led design team in experience pattern integration of Worklife and Microsoft Teams.
- Enhanced product decisions and satisfaction scores by expanding design research and improving usability and consistency through consolidation of legacy systems.

WALGREENS, Chicago, Illinois

Principal UX Designer, 2019

Drove customer advocacy within software solutions. Provided insightful vision and guidance while working as lead, contributor, and internal consultant for strategic projects within pharmacy, health services, retail, and photo divisions. Achieved enhanced efficiency and productivity by leading design activities, including workshops, design evaluations, and brainstorming. Ensured projects were executed from information architecture, interaction design, and logic perspectives.

- Defined engagement personalization delivery system for app by establishing prioritization logic systems to define content users saw as part of redesigned home screen via multiple widgets.

- Led design of mobile app personalization initiative, supporting 5M loyalty program customers and contributing to 144K new customer enrollments within first two weeks.
- Led UX for pickup or same delivery at store on aggressive timeline, enabling speed of development.
- Mentored six junior and mid-level designers.

WALGREENS, Chicago, Illinois

Senior User Experience Designer, 2016-2019

Focused on creating and refining digital experiences for mobile platforms. Led design for high-visibility programs such as vision and health prescriptions caregiving, translating business and marketing goals into user-centered solutions, and ensuring experiences were intuitive, accessible, and aligned with brand standards. Collaborated with product managers, engineers, and business stakeholders to define requirements, prototype solutions, and iterate based on customer research and analytics. Contributed to design system to maintain consistency across touchpoints.

- Mentored junior designers and balanced delivery speed with design quality to support fast-paced needs of retail and pharmacy operations.
- Designed first mobile app native integration and customer journey map for health vision division for contact lenses. Mobile app ranked among top for customer satisfaction, utility, and engagement in contact lens / health category, emphasizing strong mobile commerce position among retailers.
- Led design of app's first dynamic home screen for personalized content delivery, developing matrix prioritization framework and initiating integration with LLM.

VIRTUALKEY.CO, Chicago, Illinois

Lead Designer, 2015-2016

Helped founders and developers harmonize ideas, aspirations, and goals to shape initial version of digital product. Structured product priorities between requirements and customer market information by facilitating comprehensive co-designing sessions. Delivered transformative innovation by designing first web and Android mobile app, enabling property owners to manage access for vacation rentals remotely.

- Led cross-functional alignment sessions with founders and offshore development team, establishing unified product vision that secured acceptance into WiSTEM at 1871 and participation in Polsky Accelerator.
- Designed and delivered MVP, launching pilot tests with initial customers in Chicago to validate product-market fit.
- Advanced platform capabilities by developing digital keys, smart device integrations, and property management systems.

ADDITIONAL EXPERIENCE

EXACT.COM, Delft, The Netherlands, **UX Designer**, 2014-2015. Created environment for sustained success as lead UX designer for accounting teams in Belgium, Germany, UK, and The Netherlands. Led multicultural and multidisciplinary teams for achieving project key performance success metrics. Optimized processes with focus on improving collaboration between accountants, employees, and SMEs owners. Delivered key contributions toward success by designing improved bookkeeping task flows for users, enhancing efficiency of customer support interventions. Conducted qualitative research on users, customers, and company's employees.

QELP AMSTERDAM, Amsterdam, The Netherlands, **Content Producer**, 2012-2013. Improved user experience for mobile provider clients by creating content and visuals for self-service and help desk software.

WAGENINGEN UR FOOD AND BIOBASED RESEARCH, Wageningen, The Netherlands, **Interaction Designer**, 2011-2012

EDUCATION

DELFT UNIVERSITY OF TECHNOLOGY, Delft, The Netherlands

M.S., Design for Interaction

MONTERREY INSTITUTE OF TECHNOLOGY AND HIGHER EDUCATION, Monterrey, Mexico

L.D.I., Industrial Design

CERTIFICATIONS

dMBA, Beyond Users
Become an AI Leader in a Day

TECHNICAL SKILLS

Design & Prototyping Tools: Figma, Invision, Sketch, Zeplin, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Miro, Canva, Framer, HTML / CSS, DScout, UserTesting, Google Analytics, Pendo, Adobe CX Suite

Development & Collaboration Tools: Jira, Confluence, GitHub, Vercel, Google Workspace, Microsoft 365

AI: ChatGPT, Claude, FigmaMake, Lovable, Replit, Perplexity, Prompting

LANGUAGES

Fluent in Spanish.