

SERENA ILLESCAS

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eCommerce, UI
& branding focused
design director
with 15+ years
agency experience

CONTACT

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EDUCATION

Bachelor of Fine Arts, 2007
Rhode Island School of Design

WEBSITE

www.serenaillescas.com

EXPERIENCE

Guidance / Remote

Director of CX: Visual Design, 2014 - Present

Lead visual design team to create UI design and eCommerce strategy for clients across multiple verticals. Defined and articulated creative process for both client work and internal efforts. Collaborated closely with UX and Development teams to successfully deploy final digital products. Created final UI design deliverables for responsive web and native apps, established style guides & corporate visual language documentation, conducted creative audits, represented the Design department internally, in sales efforts, and in client presentations.

CBS Interactive / Los Angeles

UI Design Contractor, 2013 - 2014

Created UI design for web, mobile and tablet experiences across CBS digital properties.

Dex One / Santa Monica

UI Design Contractor, 2012 - 2013

Created intuitive wireframes and visual design for applications on web, mobile, and tablet devices. Contributed to the evolution of branding and positioning of key brands and products.

JeTT Media / Los Angeles

Art Director / Creative Project Manager, 2009 - 2012

Provided conceptual and aesthetic direction for the Design team. Issued creative briefs, coordinated workflow within the Creative Department, and represented the Creative Department in client meetings. Created project proposals, budgets, timelines, sitemaps and production milestones. Designed websites, mobile apps, logos, and corporate collateral.

Juggernaut Advertising / Santa Monica

Junior Art Director, 2008 - 2009

Operated alone and within a team developing campaign concepts, designing and writing copy for print, web, out-of-home, corporate ID, B2B and prospective client presentations. Interviewed, hired and managed creative interns. Dealt with third-party print houses and bulletin production companies.