


# SERENA ILLESCAS

Creative Leader · UX/UI Director · Digital Strategist

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 Los Angeles, CA

## SKILLS

Creative Leadership  
Concept Development  
Client Relations  
Pitches & Presentations  
Process Improvement  
Cross-Functional Collaboration  
Contracts & Negotiations  
Project Planning  
Improving Efficiency  
Reducing Costs  
Risk Assessment  
Mentorship  
eCommerce  
UX/UI Design

## EDUCATION

BFA  
Rhode Island School of Design,  
Providence, RI  
2007

## SUMMARY

Creative leader with 17 years of experience driving award-winning eCommerce and brand experiences. Expert in leading high-performing design teams, aligning user experience with business strategy, and translating vision into impactful digital products. Proven ability to influence C-suite stakeholders, grow accounts, and position design as a key driver of business success across B2B and B2C markets.

## PROFESSIONAL EXPERIENCE

### Associate Digital Design Director

2014 - Current

*Guidance / OneMagnify, Los Angeles*

Lead creative strategy for complex eCommerce projects across multiple industries, including beauty, fashion, medical, agriculture, and B2B/B2C. Partnered with cross-functional teams to define creative direction, shape UX processes, and ensure alignment with client and internal KPIs. Served as a primary creative voice in pitches, stakeholder presentations, and internal planning conversations. Developed scalable UX/UI design systems and solutions that have won multiple industry awards and helped clients boost revenue, improve conversion, and strengthen brand loyalty. Established and evolved internal creative processes, improving efficiency, collaboration, and delivery consistency across accounts.

### UX/UI Designer

2012 - 2014

*Self-Employed Freelancer, Los Angeles (CBS, DexOne and others)*

Delivered UX and UI design solutions for high-visibility digital products across web, mobile, and tablet platforms, driving the evolution of branding and positioning for key brands and products, both independently and in collaboration with in-house design teams.

### Design Lead

2009 - 2012

*JeTT Media, Los Angeles*

Led design for web, branding, and application projects, setting quality standards for a team of designers. Issued creative briefs, coordinated workflow within the Creative team, and represented Creative in client meetings. Created project proposals, budgets, timelines, sitemaps and production milestones. Designed websites, mobile apps, logos, and corporate collateral.

### Jr. Art Director

2008 - 2009

*Juggernaut, Los Angeles*

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.