

EDDIE VALENZUELA

STAFF PRODUCT DESIGNER

Enterprise Product Design • Design Systems • AI-Enabled Product Development
San Diego, California
LinkedIn • Portfolio • Email

PROFESSIONAL SUMMARY

Staff Product Designer specializing in modernizing complex enterprise products through design systems, interaction design, AI-enabled prototyping, and close collaboration with engineering and cross-functional teams. Experienced in creating scalable UI foundations, improving design-to-development workflows, and leading product design across marketing, eCommerce, and authenticated digital ecosystems. Passionate about simplifying complexity, building reusable systems, and delivering thoughtful, high-quality user experiences at enterprise scale.

CORE EXPERTISE

- Enterprise Product Design
- Design Systems
- Product Strategy
- Interaction Design
- Enterprise UX
- AI-Enabled Product Development
- AI-Assisted Design Workflows
- Design Operations
- Design-to-Development Handoff
- Accessibility
- Cross-Functional Leadership
- Figma
- HTML / CSS

EXPERIENCE

ILLUMINA

Staff Web Designer (Product Design Lead) 2017 - Present

Lead product design initiatives across Illumina's global marketing platform, eCommerce ecosystem, and authenticated digital experiences.

Selected Focus:

- Radiance Web Design System
- Enterprise Product Modernization
- Product Detail Page Redesign
- Designed and documented the Radiance design system, including UI components, patterns, and guidelines.
- Led enterprise template modernization to improve usability, performance, and maintainability.
- Redesigned Product Detail Pages, Cart, and Checkout flows to increase clarity and conversion.
- Partnered with stakeholders to prototype AI-enabled product development solutions.
- Delivered design-to-development specifications and maintained documentation in Zeroheight.
- Collaborated with engineers, marketers, and product managers to deliver high-quality experiences.
- Drove personalization and experimentation initiatives using Adobe Target.
- Designed Gaia / Interstellar applications and StrataMap Spatial experience for customer insights.
- Established repeatable design processes, libraries, and workflows to improve team efficiency.
- Advocated for accessibility best practices across products and design systems.
- Mentored designers and provided feedback to elevate craft and team impact.
- AI-Enabled Product Development
- Design-to-Development Workflow
- Personalization & Experimentation
- Gaia / Interstellar
- StrataMap Spatial
- Digital Revenue Growth

EXPERIENCE (CONTINUED)

EDDIE V. DESIGN & CODE

Founder & Product Designer 2012 - 2017

Independent UX/UI design, visual design, front-end development, branding, and product strategy practice.

- Partnered with startups and businesses to define product strategy and user experience.
- Designed and built websites, interfaces, and branding across a range of industries.
- Provided front-end development and design systems to support scalable, maintainable products.
- Led projects from discovery through design, development, and launch.

WEB DEALS INTERACTIVE

Senior Web Designer, Product Design & Interactive Lead 2007 - 2012

Led branding, interface design, redesigns, digital marketing, and front-end development for consumer product brands.

- Designed brand identities, websites, and marketing campaigns that drove engagement.
- Led interface design and usability improvements across product and marketing sites.
- Collaborated with marketing and developers to deliver conversion-focused experiences.
- Built responsive sites and email templates with clean, maintainable front-end code.

CIVILIAN

Creative Studio Manager 2004 - 2007

Managed creative operations and delivered multidisciplinary digital, web, print, motion, and video work.

- Managed studio workflow, resources, and project timelines for diverse clients.
- Led creative direction and execution across digital, print, motion, and video projects.
- Collaborated with teams to deliver high-quality work on time and on budget.

EDUCATION

University of California, San Diego

Professional Certificate, User Experience Design

San Diego State University

Art, Emphasis in Graphic Design

TOOLS & TECHNOLOGIES

Figma, ChatGPT, Codex, Adobe Target, Zeroheight, Confluence, VS Code, HTML, CSS, SCSS, Adobe Photoshop, Adobe Illustrator

SUPPORTING STRENGTHS

- Enterprise Product Design
- Design Systems
- Product Strategy
- User Experience Design
- Interaction Design
- AI-Assisted Design
- AI-Enabled Product Development
- Prototyping
- Accessibility
- Design Documentation
- Design Operations
- Design-to-Development Collaboration
- Cross-Functional Leadership
- Stakeholder Alignment
- Design Mentorship