

Valerie Suarez

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Portfolio: <http://valportfol.io/>

SUMMARY

UI UX Designer with 4+ years of experience designing user-centered SaaS products for the entertainment and media industry, specializing in improving complex workflows through research-driven, scalable design solutions.

PROFESSIONAL EXPERIENCE

Telestream, Nevada City, CA (Remote) Nov 2023 – Sep 2025
UI UX Designer Associate

Project: Qualify - Led redesign of workflows and navigation for a media quality assurance platform, Qualify, used by major media companies to improve productivity across complex media testing processes that would take hours to minutes.

- Conducted 30+ user research and usability testing sessions, translating insights into design improvements that increased task efficiency by 100%.
- Achieved an average System Usability Scale (SUS) score of 88, reflecting strong usability and high user satisfaction.
- Partnered with Product, Engineering, Sales, and customers to define priorities and deliver user-centered solutions aligned with business goals.
- Designed user flows, wireframes, high-fidelity mockups, and interactive prototypes in Figma, leveraging a shared design system for scalability and consistency.
- Collaborated with developers and designers through implementation to ensure accurate handoff, design quality, and cohesive product experience.

Sony Pictures Entertainment, Culver City, CA (Hybrid) June 2022 – May 2023
UX UI Designer

Project: Runner - Contributed to the redesign of a Digital Asset Management (DAM) platform called Runner that is used to store, organize, and manage media assets across Sony Pictures Entertainment and its stakeholders.

- Conducted UX research and competitive analysis of DAM systems to identify usability gaps and inform product improvements.
- Improved information architecture and metadata structure, enhancing discoverability and usability of stored media assets.
- Created user flows, wireframes, sketches, and high-fidelity prototypes to support iterative design and feature exploration.
- Partnered with Product and Design teams to align vision, contributing to a 25% increase in ideation output.
- Delivered weekly design iterations and collaborated with developers to ensure accurate implementation and seamless handoff.
- Resolved key usability issues identified through heuristic evaluation, significantly improving overall platform usability.

EDUCATION

Springboard Bootcamp, San Francisco, CA June 2020
UX UI Design Career Track Certificate

California State University Northridge, Northridge, CA Aug 2010 - May 2017
Bachelor of Science in Business Management

SKILLS

Figma: Prototypes • Lofi & Hifi Iterations • Userflows • Design Systems & Libraries • Dev Handoffs • FigMake

Research: User Interviews • Heuristic Evaluations • User Journeys • Competitive Market Research/Analysis • Sitemaps • User Testing • Heatmap Analysis • Qualitative and Quantitative Research Methodologies