

JULISSA WILSON

Senior Product Designer | UX/UI

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PROFILE

Senior Product Designer with 6 years of experience leading end-to-end product design across enterprise SaaS, healthcare technology, nuclear IT, and AI-driven platforms. Strategic partner to product and engineering teams, translating complex business requirements and user needs into scalable, data-informed experiences that drive measurable product outcomes. Specialized in discovery, usability validation, and design systems strategy, with strong front-end alignment (HTML/CSS) to ensure seamless execution.

CORE EXPERTISE

Product Strategy · UX Research · Interaction Design · Design Systems · Data-Informed Iteration · Prototyping & Validation · Cross-Functional Leadership · Agile Product Development

EXPERIENCE

UX/UI DESIGNER – FPL / NextEra Energy, Inc. | September 2025 – January 2026 | Onsite

IMPACT — Elevated usability and trust within an AI-powered chemistry platform by transforming complex scientific workflows into intuitive, data-informed product experiences.

- Directed product architecture for an AI-powered chemistry platform, translating complex analytical workflows into scalable interaction systems.
- Conducted usability validation among scientific audiences to strategically refine features for adoption.
- Developed high-fidelity prototypes and scalable design systems optimized for AI-driven interfaces, accelerating design-to-development efficiency.
- Partnered with product leaders, chemists, and machine-learning engineers to translate technical outputs into human-centered solutions delivered through production-ready assets.

SENIOR PRODUCT DESIGNER – Purplova Designs | August 2023 – Present | Hybrid

IMPACT — Strengthened client product ecosystems by aligning business strategy, user needs, and cohesive brand systems into scalable, production-ready solutions.

- Lead discovery and stakeholder alignment sessions to define product goals and execution plans.
- Translate strategic objectives into scalable interaction models and brand-informed design systems.
- Develop validated prototypes and systemized UI frameworks to reduce ambiguity and accelerate delivery.
- Ensure consistency across digital touchpoints while preserving brand integrity and usability standards.
- Collaborate with engineers using working knowledge of HTML/CSS to support accurate implementation.

LEAD UX/UI DESIGNER – CareCloud, Inc. | August 2021 – August 2023 | Remote

IMPACT — Reduced design-to-development cycle time by 25% and increased feature adoption by 20% through research-informed product improvements.

- Directed UX strategy for enterprise healthcare SaaS products serving national user bases.
- Partnered with product managers and analytics teams to interpret behavioral data and prioritize high-impact improvements.
- Led usability testing initiatives that informed iterative releases and strengthened user retention.
- Implemented scalable design systems adopted across multiple product lines.
- Facilitated cross-functional workshops aligning design, engineering, and business objectives.

UX/UI DESIGNER – CareCloud Health | December 2019 – August 2021 | Hybrid

IMPACT — Increased user satisfaction by 15% and reduced administrative workflow time by 30% through targeted experience improvements.

- Designed responsive dashboards and workflow solutions supporting clinical and operational efficiency.
- Conducted user interviews and synthesized insights to influence feature prioritization.
- Led cross-functional implementation efforts to improve accuracy and reduce workflow inefficiencies.

TOOLS

Figma · Figma Make · Sketch · Adobe XD · Photoshop · Miro · Jira · Notion · Google Workspace · Microsoft Office Suite

EDUCATION

B.S. Health Informatics & Information Management — Florida A&M University
UX/UI Design Certification — BrainStation (formerly Wyncode Academy)