







# Van Serna




## Product Designer

“Design is thinking  
made visual ”




Saul Bass

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### Socials

-  Instagram  
@wind\_ux
-  Dribbble  
@windux-designs
-  LinkedIn  
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### Languages

-  English  
Native
-  Spanish  
Elementary
-  Hindi  
Native
-  French  
Native

## Latest projects



**Flows & Funnels**  
A web builder and sales funnel for small businesses.



[www.flowsandfunnels.com](http://www.flowsandfunnels.com)



**Protein Cookie Butter**  
An e-commerce website for a growing protein supplement growing from social media sales.



[www.proteincookiebutter.com](http://www.proteincookiebutter.com)

## Experience

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July 2023 - Oct 2024  Dubai

Product designer  
**Prototype AE**

As a product designer, I played a crucial role in developing the design system for Dubai Airport. My responsibilities included: Prototype Development, Design System Creation, User Research and Collaboration.
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Jan 2023 - July 2024  Florida

Web Designer/UX Designer  
**Flows and Funnels**

During my time as a web designer, I specialized in crafting effective user flows and funnels to drive conversions. My work involved: Educational Websites, Small Business Websites, Ed-Tech Platforms
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Feb 2020 - Nov 2022  Global

Consumer Behavioral Analyst  
**Demografy**

Analyzed in-store and online consumer behavior and purchasing patterns for FMCG (Fast-Moving Consumer Goods) brands and consumer durables, providing actionable insights to inform marketing and sales strategies.

Conducted demographic analysis to identify key consumer segments and tailor marketing campaigns for maximum effectiveness.

Leveraged data analysis techniques to understand consumer motivations, preferences, and purchasing decisions.

Achieved a 33% increase in conversion rates for health and sportswear categories at Dick's Sporting Goods (Toronto) by implementing data-driven recommendations.\*\*

## Education



Memorisely

UX/UI Design Bootcamp

March 2024



Google

UX Design certificate (1-7)

May 2023

 **University of York**

Human Centered Design

March 2023

 **University of York**

Masters of Behavioral Sciences

June 2018

 **University of York**

Bachelor's of Economics

June 2014

## Skills



Design

Web  
Design

Mobile  
Design

User  
Experience

- Information Architecture
- Prototyping
- Testing

Design  
System



Development

React JS

- Chakra UI
- Emotion
- Framer

Type  
script

Next  
JS

HTML

CSS  
JS



Data Analytics

Consumer  
Behavior  
Analysis

Data Visualization

Predictive  
Analytics

User  
Research

Tactical Empathy  
Mapping

## Tools



Figma

UI Design, prototyping



Maze

Product research



Adobe XD

UI Design, prototyping



Zeplin

Design workspace



Webflow

Web Development



Wix Studio

Web Development



VS Code

Code editor



Xcode

iOS development



Jira

Project management