PRISCILLA PEÑA
Design Systems | Brand & Product Integration

I'm a designer with over 15 years of experience creating scalable product and brand experiences. I create holistic experiences where brand vision and product design flow seamlessly together—making complex challenges clear through human-centered design, systems thinking, and thoughtful storytelling.

SKILLS

Design & Visual Systems
UX/UI Design, Product Design, Interaction Design, Information Architecture, Wireframing, Prototyping, User-Centered Design, Branding, Visual Design, Color, Iconography, Typography, Design Guidelines, Agentic AI

Software
Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Microsoft Office, Keynote, Google Suite

Research
Usability Testing, User Interviews, Journey Mapping, Competitor Analysis

Other Skills
Project Management Tools (Trello, Asana, JIRA), Design Systems Development, Accessibility Standards (WCAG), Stakeholder Communication & Alignment, Client Management & Relationship Building

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EXPERIENCE

Head of Design
Refugio AI | Santa Cruz, CA (Remote) | Dec 2023 - Current

Spearheaded design strategy for global enterprise clients, creating scalable, AI-powered virtual assistant experiences. Developed inclusive brand systems, persona frameworks, and content strategies that integrate seamlessly into enterprise ecosystems. Led user research, stakeholder alignment, and usability testing, achieving measurable gains in user adoption and workflow efficiency. Designed Sage, Aramark's first omni-channel employee assistant, achieving 75% resolution rates and $30K+ monthly savings. Led additional AI assistant design for VF Corp, Aramark iCare (supporting families of incarcerated individuals), and Aramark Refreshments.

Principal Product Designer
Off the Grid SF | San Francisco, CA (Remote) | Mar 2021 - Dec 2023

Led design of a multi-tenant SaaS platform for emergency meal distribution, connecting government agencies and organizers with food businesses from Off the Grid's Creator community—successfully delivering over one million meals across thirteen long-term emergency response programs. Partnered directly with the founder and operations team to translate evolving workflows and spreadsheets into actionable product requirements, and collaborated closely with developers to ensure accurate implementation. Created a foundational design system to support the rapid development of a fast-moving MVP, enabling consistent, scalable UI as the product evolved. Continued to evolve the Off the Grid brand across digital products, in-person markets, and catering programs. Mentored designers and championed inclusive, high-quality design across the organization.

Product Designer (Contract)
Off the Grid SF | San Francisco, CA (Remote) | Jan 2019 - Mar 2021

Solely designed and led Off the Grid's two-sided product ecosystem—Creator and Guest apps—streamlining operations through automated workflows and reducing manual workload across teams. Served weekly events that drew 4,000 to 9,000 attendees, requiring scalable systems to coordinate vendors, logistics, and guest experiences. Prioritized the elimination of repetitive tasks by enabling self-serve flows that improved vendor compliance and freed up the Creator Success team from manual outreach. Aligned product design with internal processes to drive adoption and reduce support burden. Collaborated with the founder, CTO, and ops to define features for onboarding, scheduling, mobile ordering, POS, inventory, and a kitchen order queue. Advocated for and built a scalable design system from the ground up—despite initial resistance—to ensure long-term consistency, efficiency, and quality. Partnered with developers and on-site teams to validate workflows and ensure successful implementation.

Brand Experience Designer (Contract)
Imperfect Foods | San Francisco, CA (Remote) | May 2017 - Jan 2019

Led a comprehensive brand refresh for Imperfect Foods, updating its outdated logo and developing a cohesive design system and brand framework to support rapid expansion into four new cities. Defined the brand's tone of voice and created scalable guidelines for photography, social media, typography, illustration style, packaging, and iconography. Enabled content creators and future designers to maintain brand consistency across all platforms—supporting brand growth and helping the company rescue over 42.9 million pounds of produce in 2019 alone.

Design Systems | Product Design | Accessibility

EDUCATION

Academy of Art University
Graphic Design
San Francisco, CA | 2006 – 2010

AWARDS & MENTIONS

Red Dot Design Award, 2020 - GE's Edison Design System, built on foundation work from HDx, which I led at GE Healthcare

Featured on Brand New/Under Consideration - People's Harvest brand work (2012)

Featured in Explorations in Typography by Carolina De Bartolo (2011)

LANGUAGES

English
Spanish

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Staff UX Designer
GE Healthcare, HDx (Healthcare Design System) | San Ramon, CA (Hybrid) | May 2016 - May 2017

Led the creation of HDx, GE Healthcare's first global design system, addressing UI inconsistencies, visual hierarchy issues, and accessibility gaps. Conducted global user research to define a design vision that improved usability and workflow efficiency. Applied WCAG standards for contrast and type sizing to support clarity in dense, data-rich clinical environments. Defined scalable patterns and accessibility standards, supported by design tokens and internal documentation. Initiated early governance to guide contribution, usage, and maintenance. The system expanded across departments—from CT to X-ray, MRI, and monitoring—ensuring broad applicability. HDx's success led to its evolution into GE's enterprise-wide Edison Design System, which received the Red Dot Design Award in 2020.

UX Designer (Contract)
GE Healthcare, SPUX (Special Projects UX) | San Ramon, CA (Hybrid) | Sep 2015 - May 2016

Conducted user research to identify usability challenges in CT scan technologist software, gathering insights through interviews, observational studies, and mail-based color and brightness meter kits sent to global facilities. This enabled data-driven evaluation of diverse lighting scenarios and their impact on UI design. Applied human vision science to optimize clarity and reduce eye strain, developing a tiered color system for adjusting interface brightness based on environment. The approach evolved into a scalable visual language and design system later adopted across GE Healthcare's software ecosystem for consistency, accessibility, and clinical efficiency.

Design Lead
Feastly | San Francisco, CA | Sep 2014 - Jul 2015

Spearheaded the end-to-end rebrand of a peer-to-peer meal-sharing platform, independently leading branding, marketing, and product UX design. Established a cohesive brand voice across digital platforms, physical events, and marketing collateral. As the sole designer, crafted and optimized user flows, interfaces, and interactions to improve the experience for both chefs and diners. Developed a scalable design system to ensure consistency, accessibility, and engagement across web, mobile, and in-person touchpoints.

Designer
Freelance | Various locations | Aug 2013 - Sep 2014

Partnered with SF-based studios to deliver brand identity, UI, illustration, and print design for startups, food and beverage brands, art spaces, and community organizations. Created logos, packaging, and marketing assets with consistent visual systems across print and digital experiences. Developed illustration and typography frameworks to enhance brand storytelling and engagement.

Designer
Markatos Moore | San Francisco, CA | Mar 2012 - Aug 2013

Designed brand identity, packaging, motion, interactive, and environmental experiences at Markatos Moore, a multidisciplinary design studio. Created branding, typography systems, and interaction design for clients ranging from local businesses to global companies like Amazon, Facebook, and RenRen. Developed cohesive digital and physical touchpoints, delivering strategic, story-driven brand experiences across diverse industries.

Jr. Designer
California Academy of Sciences | San Francisco, CA | Jan 2009 - Mar 2012

Contributed to the evolution of the refreshed Academy brand, boosting recognition and consistency during early growth. Managed and executed print, exhibit, advertising, packaging, and digital projects. Led interdepartmental brand education and created copy and photography assets to support cohesive storytelling across museum experiences.

Design intern
California Academy of Sciences | San Francisco, CA | Feb 2008 - Jan 2009

Executed print, wayfinding, and advertising projects for the reopening of the California Academy of Sciences, ensuring brand consistency across museum experiences. Supported brand rollout across touchpoints and designed visual assets for the NightLife program to align with the Academy's identity.