

Luis Bonilla

Product Designer / Creative Technologist

luis.design.ux@gmail.com | 954-980-3802 | [Portfolio](#)

PROFESSIONAL SUMMARY

Product-focused designer with 10+ years of experience helping teams turn loosely defined ideas into clear, testable digital experiences. Background spans consumer platforms, internal tools, design systems, and cross-functional product work across organizations including Disney, Citrix, PwC, and Life Force Academy.

Experienced in facilitating discovery, translating requirements into flows and functional design direction, and rapidly iterating concepts in collaboration with stakeholders, users, and engineering. Strong systems thinker with a practical approach to ambiguity, prototyping, and AI-assisted workflows.

CORE STRENGTHS

Requirement gathering & stakeholder workshops • Interaction modeling & prototype planning
User flows, use cases & functional definition • Rapid prototyping & iterative refinement •
Design systems & reusable patterns • Cross-functional communication
Figma, FigJam, HTML/CSS • AI-assisted workflows & vibe coding

EXPERIENCE

Designer / Creative Technologist — **Independent Consultant** – 2016 - Present | Remote

Working with clients early on, when ideas are still forming, helping shape them into something more structured and tangible. I bring a visual foundation into product thinking defining flows, interactions, and systems that can actually scale. More recently, I've been using generative tools and AI-assisted coding as part of that process, exploring directions quickly and building things out as they take shape. The work usually sits somewhere between product, creative, and implementation figuring out what it is, and how it comes together

Product Designer — **Life Force Academy** – Dec 2023 – Dec 2025 | Nevada City, CA

- Led working sessions with stakeholders to clarify product needs across onboarding, membership, and content discovery experiences
- Translated business and user needs into flows, interaction patterns, and implementation-ready design direction
- Reworked onboarding and first-time user experience, contributing to improved completion and activation outcomes
- Helped define membership logic and access flows, improving clarity across subscription and content experience
- Introduced reusable design patterns aligned with engineering workflows, reducing handoff friction
- Partnered closely with engineering to refine requirements, edge cases, and release-ready experience details

Senior Product Designer — **Disney Parks, Experiences & Products** – 2020 – 2022 | Orlando, FL

- Contributed to guest-facing digital experiences within a large-scale product ecosystem spanning mobile, account, and service interactions
- Helped translate business and experience requirements into structured interaction models and UX direction
- Contributed to system-level design work that improved consistency and reduced repeated design effort across teams
- Supported improvements to navigation and feature discoverability within mobile guest experiences
- Participated in usability evaluation and concept validation to support product and design decision-making

Product Designer — **Citrix** – 2019 – 2020 | Remote

- Designed enterprise dashboards and workflow-driven interfaces for internal and developer-facing tools
- Turned complex product needs into structured interface behavior, flows, and prototypes
- Worked with cross-functional partners to improve consistency, usability, and functional clarity across experiences

UX/UI Designer & Front-End Developer — **PwC** – 2016 – 2018 | Hollywood, FL

- Designed responsive internal tools and workflow interfaces focused on usability and clarity
- Worked across design and front-end implementation to ensure concepts translated accurately into production

EDUCATION

B.A. Digital Media Production — American Intercontinental University

Human-Computer Interaction (HCI) Certificate — Stanford University Online