

ISA IBARS

954-329-5275 | Fort Lauderdale, Florida
isagibars@gmail.com | [LinkedIn Profile](#)

SUMMARY

Lead Product Designer with 8+ years of experience driving user-centered innovation for enterprise and consumer-facing digital products.

Proven track record of managing complex roadmaps, establishing DesignOps frameworks, and leading cross-functional teams to modernize high-traffic interfaces.

Expert in inclusive design and emerging technologies, including AI-driven workflows and conversational Multimodal/Voice UI.

Portfolio: isaibars.com

SKILLS

Design & Product: End-to-End Product Design, MVP Definition, Rapid Prototyping, Interaction Design, Information Architecture, Low-Fi Experiments, Iterative Refinement, Usability Testing, User Interviews, Journey Mapping

Strategy & Collaboration: Discovery & Innovation, Roadmapping, Stakeholder Alignment, Agile/Scrum Methodologies, Cross-functional collaboration

Systems & Documentation: Design Systems, WCAG 2.1 Accessibility, Scalable UI Patterns, Developer handoff documentation

Tools: Figma, Jira, Azure DevOps, User Analytics (Pendo, PostHog), AI tools (Claude, Replit), LaunchDarkly

EXPERIENCE

Lead UI/UX Designer

Ultimate Kronos Group (UKG) - *Sunrise, Florida*

Oct 2024 - Present

- Lead design for two distinct product teams - HR and Onboarding, owning UX within each roadmap and advise on strategic technical trade-offs for both suites
- Led the end-to-end modernization of the UKG Pro Employee Profile, transitioning UKG's customers from a legacy "classic" experience to a high-utility, modernized interface focused on trust and transparency
- Orchestrated a rigorous beta-customer testing program, analyzing feedback from 50+ enterprise clients directly driving feature enhancements for subsequent releases

- Architected and deployed a Design Ops framework integrating Claude and Replit resulting in shorter concept-to-deployment cycle and extended innovation capacity throughout the product organization
- Manage junior designers to ensure design excellence and continual maturity of the UX department practice

Senior UX Designer

Jan 2022 - Oct 2024

UX Designer,

July 2018 - Dec 2021

PricewaterhouseCoopers (PwC) - Hallandale Beach, Florida

- Served as the Lead UX Designer for a high-traffic digital assistant, overseeing the end-to-end mobile and web experience for over 55,000 active users
- Directed the onboarding of a 4-person design team, establishing training protocols and mentorship frameworks to ensure project consistency
- Led experience design for Voice-UI (VUI) and multimodal flows, translating user intents into seamless conversational experiences across mobile and web platforms
- Liaison between design and engineering within an Agile/Scrum environment, ensuring alignment during high-velocity development cycles
- Designed high-fidelity prototypes in Figma and Sketch to validate user flows, significantly reducing development rework through rigorous early-stage testing

P R I O R E X P E R I E N C E

Transitioned into Product Design by leveraging a background in account management and client services to bridge the gap between business objectives and user-centric solutions.

- **Account Manager**, Consortia Health Aug 2017 - June 2018
- **Client Services Specialist**, SproutLoud Media Networks Aug 2016 - May 2017
- **Sales Support Manager**, ARC Connected Health Oct 2015 - Aug 2016

E D U C A T I O N

Ironhack USA - Miami, Florida

2017 - 2018

UX/UI Design

Florida Southern College - Lakeland, Florida

2010 - 2014

Bachelors of Arts, Public Relations, Advertising, and Applied Communication