



# SILVIA TUEROS-COSSIO

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## EXPERIENCE

### Stash · Senior Director, Product Design

*Remote (NY based) from October 2018 - Present*

First hired as a Senior Product Designer. Currently leading the growth & onboarding design team. Previous responsibilities included leading design on money movement, identity, internal tooling, banking, and design systems.

### Quesbook · Head of Design

*New York, NY from June 2017 - October 2018*

Building design culture and a design team at an edtech startup. Day-to-day responsibilities vary from making comps in Sketch to making sure design initiatives line up with business objectives.

### The Knot · Senior Product Designer

*New York, NY from June 2013 - May 2017*

First hired as a Product Designer. Responsive web and native mobile at The Knot. Also led a combined team of designers and developers on design system product. Responsible for UI & UX design within a squad and within The Knot design system; developing team-wide user empathy; for taking projects through from discovery and research to execution and testing.

### west elm · Global E-Commerce Designer, contract

*Brooklyn, NY from March 13 - June 2013*

Lead designer and project manager for global e-commerce design at west elm. Designed Australian homepage, cross-branded microsite, performance optimized e-marketing materials, and all other global e-commerce assets.

### silvia mariana · Web Designer, freelance

*Boston, The Netherlands, Peru, and New York from January 2008 - February 2013*

Led web design and development for a wide variety of companies, from a non-profit focused on inspiring civic participation in students to the official Peruvian association of psychologists.

## EDUCATION

### Boston University · B.S., Advertising & Visual Design

*Boston, MA from 2007 - 2012*

## SKILLS

Responsive Web Design · Native App Design (iOS & Android) · UX/UI · Rapid Prototyping  
User Research · Participatory Design · Agile Workflow · HTML & CSS · GitHub · Spanish

## SOFTWARE

Figma · Sketch · Adobe CS · Framer · Optimizely · Google Analytics · MixPanel · Looker  
Jira · Asana · Greenhouse