

GABRIELLA LASALA

Senior Product Designer

www.gabriellalasala.com | heygabyalasala@gmail.com | +1 951-200-0268

Relocating to Girona, Spain from U.S. (Nov. 2026) | Spouse of EU citizen, no sponsorship required | Bilingual in English & Spanish

SUMMARY

Good design is good backend design. Your outputs are only as good as your inputs; the backend constraints, the compliance requirements, the documentation, the design system foundations. Outcomes are pre-determined by the initial scope of work.

I am a Senior Product Designer with 6+ years owning complex, multi-step flows end to end in fintech, civic tech, and AI-assisted internal tools. At U.S. Bank, I've led a wire-transfer redesign that drove a sustained 2.5x increase in adoption, taken ownership of scope in the absence of PM-owned documentation, and translated compliance and system constraints into clear, usable flows for real transactions. My work spans product strategy, interaction design, accessibility, and research partnership within regulated, cross-functional environments.

EXPERIENCE

Senior Experience Designer, AI & Internal Tools — U.S. Bank *June 2026 – Current (US Remote)*

- Revived a stalled internal AI initiative by establishing its information architecture and design direction, enabling the team to hit a fixed deadline with no existing documentation to build from.
- Resolved a weeks-long cross-functional deadlock between engineering and product by defining how AI agent tooling is named and surfaced within the platform, unblocking alignment and giving the team a shared foundation to build against.
- Authored and secured leadership buy-in for an org-level plan to restructure Zeroheight design system documentation so it can be accurately parsed by LLMs, addressing systemic inconsistencies that were causing AI models to produce contextually incorrect design output.
- Cut ambiguity around what we're building for developers by prototyping interaction patterns directly in code with engineering, using AI-assisted tools like Claude Code via VS Code.

Senior Experience Designer, AVP — U.S. Bank *July 2025 – Current (US Remote)*

International Wires

- Delivered a fully rebuilt international wire experience after a year of no forward progress, driving a month-over-month increase in revenue, subscriptions, wire adoption, and transaction volume.
- Owned scope definition and partnered directly with backend engineering to determine feasible functionality within compliance and systems constraints in the absence of any PM owned documentation.
- Designed the complete end to end flow, including payee management from happy paths to edge cases and error states.

Ongoing Contributions

- Defined and shipped AI chat interface components, form validation patterns, amount input variants, and standardized global error patterns for the org-level design system, with the amount input variants global error patterns are now in widespread use across the organization.
- Run accessibility audits using assistive technology to verify production designs meet WCAG 2.2 before release.
- Partner with UX research to scope generative and evaluative studies for customer-facing transfer flows.

Senior Experience Designer, AVP — U.S. Bank *July 2022 – February 2025 (US Remote)*

Internal Transfers

- Shipped complex transfer flows for small business and consumer users on a new design system under a 4-month deadline — including a white-labeled version subsequently adopted by other internal teams — contributing to a 10% increase in CSAT.
- Designed in parallel across React-based web and native iOS/Android, navigating mobile-specific constraints (touch targets, haptics, notifications) and making the case for preserving native interaction quality as the platform scaled.
- Delivered wealth management transfer flows in the four months following initial launch, developing working expertise in margin accounts, brokerage, and related product types while partnering with newly onboarded PM to source and define requirements.
- Created a shared functional specification covering all interactive behaviors and edge cases, giving developers a single reference that held alignment throughout the build.
- Ran accessibility workshops with engineers and QA that cut developer-introduced accessibility defects in half and measurably reduced QA's manual testing load from January 2024 onward.

XA Architect 2, Accessibility — U.S. Bank *Oct 2021 – July 2022 (US Remote)*

- Embedded across 9 consumer and enterprise product teams, translating WCAG 2.1 AA requirements into concrete design and development decisions at the point where they were actually being made.
- Coauthored accessibility principles and practices that were formally adopted org-wide, establishing the design standard for how U.S. Bank's product teams approach inclusive design.
- Conducted user research to identify annotation gaps, then built the Figma A11Y Annotation Toolkit that has since reached 48,000+ community downloads — evidence that the gap was real and widespread beyond the organization.

Product Designer — Granicus *February 2021 – September 2021 (US Remote)*

- Led design for govDelivery, the world's largest civic tech communications SaaS platform, partnering with multi-disciplinary stakeholders on new features.
- Contributed new components to the company-wide design system and built user research protocols for upcoming roadmap projects.
- Championed WCAG compliance and accessibility standards across the product org.

UX Designer — Freelance *November 2020 – April 2021 (US Remote)*

- Led research, navigation, and design for a new website for an LGBTQ+ youth nonprofit.
- Built site content and navigation for OTRAH, a Haiti-based trans rights organization, during an Out in Tech hackathon, early experience designing for international, cross-cultural audiences.

UX Design Apprenticeship — Prime Digital Academy *July 2020 – November 2020 (US Remote)*

- Delivered research-based product consulting solutions for 5 clients across the Twin Cities and Washington, D.C., with one project leading to the client applying website experience improvements.
- Trained in Figma, Sketch, InVision, user interviews, cognitive walkthroughs, personas, competitive research, heuristic analysis, card sorting, and tree testing.

PRIOR EXPERIENCE

- **Multimedia Designer / Journalist**, City of Vancouver (2016–2020): Directed an award-winning short documentary series, producing content from contextual inquiry interviews.
- **Research & Design Intern**, The Agency @ EOU (2019): Led a capstone redesign of EOU's College of Business website, from research through stakeholder presentation.
- **AV Engineer + Technician**, Wager Audio (2017–2019): Managed live event production and client relationships for events ranging from 10 to 3,000+ attendees.
- **AV Technician**, Qualcomm, Inc. (2014–2016): Tested audio/video system installations and led production for theater venues.

SKILLS & TOOLS

Platforms: Native and React-based responsive web, mobile interaction patterns

Systems & Strategy: Information architecture, design systems, multi-product platform consistency

Research & Accessibility: Generative & evaluative research, user interviews, WCAG 2.1/2.2 testing & workshops

Design & Prototyping: Figma, Mural, semantic HTML, basic CSS, zeroheight, Claude Code, GitLab, VS Code, MCPs, agents, skills

Collaboration: Cross-functional partnership with PM, engineering, compliance, etc; ambiguity-heavy, deadline-driven delivery

EDUCATION

User Experience Design Certificate — Prime Digital Academy (2020)

Bachelor of Arts in Marketing — Eastern Oregon University (2019)

Bachelor of Arts in Theology — Calvary Chapel Bible College (2014)

CERTIFICATES

Deque University CPACC A11Y Exam Prep — Deque Systems (2022)

Humanity-Centered UX Masterclass — HmntyCntrd (2021)

Radio & Podcast Storytelling — PRI/PRX (2019)