

Giselle Wellmaker

UX/PRODUCT DESIGNER

gisellewelldesigns.com
linkedin.com/in/gisellewellmaker
gisellehollysw@gmail.com
530.307.9892

WORK EXPERIENCE

SR. Product Designer

Extreme Networks | 2021–Present

- Worked with a cross-functional team of UX and product designers on the end-to-end experience of three enterprise applications, helping users monitor, manage, and troubleshoot complex systems with ease.
- Designed AI-powered dashboards and data visualizations to surface network anomalies and client-to-network insights, making it easier for users to detect, understand, and resolve issues at scale.
- Worked cross-functionally with engineers, PMs, and fellow designers to launch a new AI-driven product, crafting user flows, wireframes, and prototypes that accelerated validation and aligned stakeholders.
- Contributed to a scalable design system by collaborating on reusable components, interaction patterns, and documentation to ensure consistency across a suite of enterprise tools.
- Communicated design rationale and iteration decisions clearly across cross-functional teams, balancing user needs, business goals, and technical constraints to deliver impactful, production-ready designs.

UX/UI & Visual Designer

Freelance | 2018–2020

- Conducted research, developed personas, sitemaps, user flows, wireframes, conducted usability testing, and design responsive websites for local businesses such as Katoma LLC Boat Rentals that increased their bookings by 50% from the previous year.
- Designed logos, style guides, infographics, and animations for local businesses such as Tahoe House Cleaning Professionals, Orangevale Foundation and others.

Graphic Designer & Production Artist

Impact Photographics | EL DORADO HILLS, CA, JAN 2020–JUL 2020

- Designed visuals and illustrations for various retail products.
- Developed concepts and custom designs using layout, color, hierarchy, and typography following brand guidelines.
- Collaborated with other designers, the art director, and the product development manager.

Graphic/Web Designer & Project Manager

Flagship Design Studio | SACRAMENTO, CA, JUL 2019–DEC 2019

- Oversaw and coordinated graphic and web design projects from concept through completion within a team of five designers.
- Designed responsive websites, branding, and marketing collaterals for local clients such as American River Parkway Foundation, Inclusive Futures Consulting, Project Upcycle, and others.

EDUCATION

Master of Science in Human-Centered Design and Engineering

UNIVERSITY OF MICHIGAN-DEARBORN
JAN 2024–AUG 2026

UX/UI Design Certificate

UX ACADEMY | DESIGNLAB
CALIFORNIA, NOV 2020–MAY 2021

Associate in Science, Design and Digital Media

SACRAMENTO CITY COLLEGE
CALIFORNIA, 2019

Marketing Diploma

TAFE SYDNEY, AUSTRALIA, 2012

Bachelor in Economics

NATIONAL UNIVERSITY OF
SAN MARCOS, PERU, 2009

TOOLS

Figma
Sketch
Jira
Illustrator
Basic HTML
Basic CSS

SKILLS

UX/UI Design
Wireframing
Storytelling
Accessibility
Prototyping
User Reserach
Usability Testing
Data Visualization
Information Architecture

OTHER SKILLS

Other Language - Spanish
Marketing