

Giselle Wellmaker

Senior Product Designer | Enterprise UX | AI Experiences | Design Systems

gisellewelldesigns.com | gisellehollysw@gmail.com | 530.307.9892 | Sacramento, CA

SUMMARY

Senior Product Designer with 8+ years of experience designing intuitive, scalable products across complex enterprise environments. Expertise in enterprise UX, interaction design, design systems, data-rich products, and AI-assisted workflows. M.S. in Human-Centered Design & Engineering, with end-to-end experience from research and problem framing through implementation.

EXPERIENCE

Extreme Networks | Remote, CA | Aug 2021 – May 2026

Senior Product Designer (promoted from UX/UI Designer)

- Designed end-to-end experiences across enterprise network management products, simplifying complex workflows for monitoring, configuring, and managing network infrastructure.
- Designed key UX workflows and interaction models for Extreme Platform ONE, including multi-layer network navigation, physical topology exploration, hierarchical site navigation, and device investigation.
- Improved monitoring workflows through usability testing with 16 IT administrators, identifying a filtering concept that reduced average interactions by 62% (16.4 to 6.2 clicks).
- Designed AI-assisted dashboard and workspace experiences, translating product requirements and user needs into flows, wireframes, and interactive prototypes.
- Built and evolved the Extreme Design System from the ground up, defining reusable components, interaction patterns, documentation, and specifications while partnering with designers and engineers to support consistent implementation across products.

Freelance | Sacramento, CA | Aug 2016 – Jul 2021

UX / Visual Designer

- Led end-to-end UX and visual design for small-business digital experiences, from research and user flows through responsive design, prototyping, and usability testing.
- Designed a booking experience for Katoma LLC Boat Rentals that contributed to a 50% year-over-year increase in bookings, alongside branding and visual design for other clients.

Impact Photographics | El Dorado Hills, CA | Jan 2020 – Jul 2020

Graphic Designer & Production Artist

- Designed production-ready visuals and illustrations for retail products, applying brand systems, typography, hierarchy, and layout.

Flagship Design Studio | Sacramento, CA | Jul – Dec 2019

Graphic / Web Designer & Project Manager

- Designed responsive websites, branding, and marketing experiences while coordinating projects from concept through delivery with a multidisciplinary design team.

EDUCATION

University of Michigan-Dearborn | Master's in Human-Centered Design & Engineering | User Experience Design Concentration · Graduated with Honors | May 2026

Designlab UX Academy | UX/UI Design Certificate | May 2021

Sacramento City College | A.S., Design & Digital Media | December 2019

Universidad Nacional Mayor de San Marcos | Bachelor's in Economics | Jul 2009

Additional Training: Designlab | Vibe Coding | Jun 2026

SKILLS

Product Design: Enterprise UX, Interaction Design, Design Systems, Information Architecture, Prototyping, Data Visualization

Research: User Research, Usability Testing, Journey Mapping, Heuristic Evaluation, Competitive Analysis

AI: AI-Assisted Experiences, Conversational UI, Claude Code, Figma Make

Tools: Figma, FigJam, Storybook, Jira, Confluence, Adobe Creative Suite

Technical: HTML & CSS (Basic)

Languages: English, Spanish