

Giselle Wellmaker

Senior Product Designer | Enterprise & Consumer Products | AI Experiences | Design Systems

<https://gisellewelldesigns.com> | gisellehollysw@gmail.com
<https://www.linkedin.com/in/gisellewellmaker> | 530.307.9892 | Folsom, CA

SUMMARY

Senior Product Designer with 8+ years of experience designing enterprise and consumer digital products. Combine strong UX and product thinking with visual design craft to create intuitive, engaging experiences for web and mobile. Experienced in end-to-end product design, from discovery and user research through interaction design, prototyping, and validation. Bring experience in AI-assisted experiences, design systems, and cross-functional collaboration, translating complex requirements into thoughtful, user-centered solutions.

EXPERIENCE

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

Senior Product Designer (promoted from UX/UI Designer)

- Owned interaction design for assigned, shipped Extreme Platform ONE network-visualization features, translating complex user needs into intuitive flows, interaction patterns, and high-fidelity prototypes.
- Designed and prototyped AI Expert interactions that enabled users to conversationally generate, preview, place, and edit dashboard widgets within a customizable workspace.
- Partnered with Product and Engineering to translate ambiguous requirements, user needs, and technical constraints into clear product experiences.
- Helped build and evolve the Extreme Design System, defining reusable UI components, interaction patterns, visual specifications, and documentation to support consistent experiences across products.
- Researched AI-powered image generation tools for creating vector-style icons and illustrations, exploring their potential use in design system workflows.
- Conducted usability testing with 16 IT administrators, identifying a filtering concept requiring 62% fewer average interactions (16.4 vs. 6.2 clicks), informing design direction.
- Collaborated with designers and engineers to refine interaction details, visual consistency, and accessibility across enterprise products.

Freelance | Sacramento, CA | Apr 2018 – Jul 2021

UX / Visual Designer

- Led UX and UI design for small-business web experiences, including user research, information architecture, responsive layouts, prototyping, and usability testing.
- Led end-to-end UX/UI design for Flip Habits, a mobile behavior-change app concept, from user research through prototyping and usability testing, designed to help users replace unhealthy habits with healthier behaviors and sustain positive changes over time.
- Redesigned a boat rentals business's website and booking experience; the client reported a 50% year-over-year increase in summer bookings.

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

Graphic Designer & Production Artist

- Designed production-ready merchandise graphics and illustrations for national parks, museums, NASA-related merchandise, and major amusement and adventure parks across the United States, applying brand guidelines, typography, and visual design principles.

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 of Science in Human-Centered Design & Engineering, UX Design Concentration · Graduated with Distinction | August 2026

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

Sacramento City College | Associate of Science in Design & Digital Media | December 2019

Universidad Nacional Mayor de San Marcos | Bachelor of Science in Economics | Jul 2009

Additional Training: Designlab | Vibe Coding | Jun 2026

SKILLS

Product Design: End-to-End Product Design, UX/UI Design, Interaction Design, Visual Design, User Flows, Information Architecture, Wireframing, Interactive Prototyping, Mobile & Web Design, Design Systems

Research & Collaboration: Product Discovery, User Research, Usability Testing, Design Validation, Research Synthesis, Cross-Functional Collaboration, Stakeholder Alignment

AI & Creative Tools: AI-Assisted Design, Generative AI Exploration, Conversational AI UX, Figma, FigJam, Figma Make, Claude Code, Adobe Creative Suite

Additional Tools: Storybook, Jira, Confluence

Languages: English and Spanish