

ANA ROSA LERMA

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PROFESSIONAL SUMMARY

Senior Product Designer with 6+ years leading end-to-end, data-informed design for complex, regulated financial products serving 13.5M+ members. Specializes in compliance-constrained design, turning risk, legal, and behavioral data into money-movement and account experiences members trust and complete. Owns programs from discovery through launch, synthesizes quantitative and behavioral data without an analyst handoff, and facilitates enterprise-scale workshops that align product, engineering, research, and risk. Deepening data and AI practice through graduate work in Business Analytics & AI.

TECHNICAL SKILLS

Design: Figma (auto-layout, components, tokens, prototyping), Framer, Adobe XD, Miro

Research & Strategy: Behavior-driven design, mixed-methods research, journey & service mapping, design sprints, workshop facilitation, end-to-end product delivery

Data & AI: SQL, Snowflake, Power BI, Adobe Analytics, A/B testing; applying AI/ML to design workflows

EXPERIENCE

Senior Product Designer | **USAA** | Remote | June 2020 – January 2026

Drove data-informed product strategy and end-to-end experience design across core money-movement and account flows for 13.5M+ members, partnering with product, engineering, research, analytics, risk, and legal to reduce friction, increase task success, and improve member satisfaction at scale. Recipient of USAA's President's "Above and Beyond" Award (2025) for delivering three product initiatives end-to-end in a single quarter.

Zelle, Bill Pay & Money Movement

- Increased Zelle transaction completion **20% YoY** by redesigning enrollment, QR-code, and preferences flows from deep behavioral and competitor analysis.
- Led foundational research defining the **future-state vision for USAA's Bill Pay experience**, identifying strategic opportunities and informing the program's multi-year product direction.
- Surfaced **14+ high-impact friction points** across Zelle and Bill Pay through behavioral research, design sprints, and SME interviews — synthesizing findings into prioritized recommendations projected to save **\$11–17M annually** in reduced MSR call volume.
- Prevented **millions in potential EWS regulatory fines** by leading Zelle compliance updates across the native mobile experience, aligning it with risk, legal, and industry requirements.

Account Summary & Financial Transparency

- Improved Account Summary MSAT **+3 pts through June 2025** and contributed to a forecasted **+0.60% YoY lift** by embedding Snowflake-backed member data into prioritization and redesigning balance and transaction experiences.
- Created Credit Usage and Deposit Holds Transparency prototypes that improved clarity and financial confidence for **95,000+ members monthly**, reducing confusion and unnecessary service calls.
- Initiated deep discovery into MSAT measurement (Snowflake, survey logic, ownership) to embed data-driven rationale into design decisions and drive team-wide MSAT alignment.

Cross-Functional Leadership & Strategy

- Led initiatives **from discovery through launch** — owning roadmap alignment, information architecture, interaction design, and post-launch measurement across product, engineering, analytics, risk, and legal.

- Facilitated cross-functional workshops aligning product, engineering, and research on strategy and end-to-end journey mapping, accelerating delivery across **multiple business units**.

UX Team Lead | **Lambda (BloomTech)** | Remote | Nov 2019 – May 2020

Led a cross-functional team of 9 designers, data scientists, and engineers delivering full-stack digital product experiences within Agile delivery cycles.

- Directed end-to-end UX architecture for a feature-rich marketplace platform, defining booking flows, search, and discovery interactions across complex user journeys.
- Facilitated discovery, usability testing, and iterative refinement to align user needs with business and technical constraints.

EARLIER EXPERIENCE

IBM i System Technician, Jennie-O — Willmar, MN (2017–2019). Restored production during a major outage within hours, earning CEO recognition; supported users and resolved support tickets across departments.

Web Designer & Client Support, SmartLynk Consultores — Cd. Victoria, MX / Remote (2015–2017). Designed and maintained the company's site and supported sales, contributing to 3 closed project deals.

EDUCATION & CERTIFICATIONS

M.S. Business Analytics & Artificial Intelligence (in progress, expected 2028) — University of Texas Rio Grande Valley

B.S. Computer Science — Polytechnic University of Victoria

Master Certification in UX Design — Nielsen Norman Group

UX Design — BloomTech (Lambda School)