

Priscilla Peralta

Senior Product Designer | Product Strategy | Los Angeles, CA

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SUMMARY

Senior Product Designer shaping complex B2B platforms, financial and AI workflows.

EXPERIENCE

Senior Product Designer | UX Research

Buyers Edge Platform (BEP) · 2024 - Present

Designed data and reporting products across Back Office and [InsideTrack](#), serving 10,000+ foodservice businesses and enabling multi-unit reporting.

- Simplified complex financial data into intuitive reporting and budgeting experiences for 10,000+ operators.
- **Defined a shared reporting model** for multi-unit financial workflows across [Back Office](#).
- Established reusable UX frameworks for reporting and navigation, reducing engineering rework and enabling scalable implementation.
- **Improved AI-assisted reporting workflows** in partnership with product and engineering, increasing accuracy and usability.
- **Built a custom GPT that translates product problems into structured Figma Make prompts.**
- **Advanced AI-assisted design-to-engineering workflows by optimizing Figma files for implementation.**

Lead Product Designer | UX Research

Skylight Inc · 2021 - 2024

Led end-to-end design and research for government digital services, delivering human-centered design (HCD) solutions for the [Air Force](#) (USAF) and [Connecticut's Office of Early Childhood](#) (OEC).

- Designed a 0→1 design of a data submission and visualization dashboard for a **\$30B Air Force program**, transforming raw submissions into actionable insights for faster decision-making.
- Redesigned mission-critical submission workflows for **1,000+ aircrew** personnel, **improving data quality and usability by 40%**.
- Led UX research for a feature that helped enable **150+ school districts** to continue to provide state-funded child care.
- Synthesized research insights into product and design decisions for a reporting platform managing **\$5M in childcare program budgets**.

EDUCATION

Boston University

M.S. Television Specializing in Producing and Management

CERTIFICATES

Coursera

Fundamentals of Graphic Design & Intro to Typography

Skillcrush

UX Designer Fast Track Intensive

SKILLS

Data Visualization
Design & Strategy
UX/UI Design & Research
Rapid Prototyping
Information Architecture

TOOLKIT

Figma
Maze
Gitlab
Jira

AI TOOLKIT

ChatGPT
Claude
Bolt
Perplexity
UX Canvas

LANGUAGES

English
Spanish