

Priscilla Peralta

Senior Product Designer | Product Strategy | Los Angeles, CA

SUMMARY

Senior Product Designer building scalable systems for complex B2B, financial, and AI workflows.

EXPERIENCE

Senior Product Designer | UX Research

Buyers Edge Platform (BEP) · 2024 - Present

Design data and reporting products across [Back Office](#) and [InsideTrack](#), serving 10,000+ foodservice businesses.

- **Established a shared reporting model** for multi-unit financial workflows across [Back Office](#).
- **Unified 12+ fragmented views** into a scalable navigation model and reusable interaction patterns, establishing [InsideTrack's](#) first design system.
- **Simplified complex financial data** into intuitive reporting and budgeting experiences for 10,000+ operators.
- **Modernizing the component library with engineering**, aligning design architecture with Web Awesome's component structure and the team's existing visual system.
- **Built AI-assisted component workflows and documentation** using Claude and Code Connect to improve consistency across design and engineering.

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**.

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[LinkedIn](#)

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