

PROFESSIONAL SUMMARY

15+ years leading design strategy and experience innovation across digital entertainment, immersive platforms, and AI-powered ecosystems, architecting user-centered experiences that unite creative vision with technical execution and business impact. Expert in design systems, UX research, accessibility standards, and design thinking methodologies for global organizations. Known for building design-led cultures that bridge brand, product, and technology teams around unified experience strategies that drive engagement, conversion, and customer loyalty.

TECHNICAL SKILLS & EXPERTISE

- **Design Strategy:** Design thinking, design systems, design operations, brand experience design, service design, experience mapping, design governance
- **UX Research & Testing:** User research, usability testing, A/B testing, user journey mapping, persona development, competitive analysis, heuristic evaluation
- **Interaction & Visual Design:** UI design, information architecture, wireframing, prototyping, responsive design, motion design, visual hierarchy
- **Accessibility & Inclusion:** WCAG 2.1 compliance, inclusive design, accessibility auditing, screen reader optimization, keyboard navigation
- **Immersive & Spatial Design:** 3D UX design, AR/VR experience design, spatial computing, phygital design, immersive storytelling
- **Design Leadership:** Cross-functional collaboration, design critique, mentorship, stakeholder management, design advocacy

PROFESSIONAL EXPERIENCE

Principal Design Strategist

Story Architechs | Remote

May 2023 – Present

Led design strategy and UX innovation for enterprise clients, architecting experience frameworks from concept through implementation.

- **Architected design systems and experience frameworks** for Fortune 100 tech/entertainment clients, creating scalable design languages and component libraries that unified product experiences across platforms
- **Led UX research and user journey mapping** for semiconductor digital twin platform, translating complex technical requirements into intuitive 3D visualization interfaces for manufacturing operations
- **Designed immersive real estate experiences** creating 3D architectural visualization systems with intuitive navigation, measurement tools, and investment evaluation interfaces
- **Built design operations frameworks** establishing design-to-development handoff processes, version control systems, and collaborative workflows between design and engineering teams
- **Implemented accessibility standards** (WCAG 2.1) ensuring inclusive design across all client deliverables, conducting audits and training teams on accessible design practices

Executive Director of Design & Experience

Ozone Metaverse | Remote

May 2023 – Dec 2024

Directed design strategy for GenAI-powered immersive platforms, leading UX innovation for phygital experiences and virtual environments.

- **Led design strategy for cloud-based 3D platform** creating intuitive UX for WebGL-powered immersive experiences, balancing creative expression with technical constraints and performance optimization
- **Designed phygital brand experiences** for high-profile partnerships including Barbie World and Ghostbusters & Ghouls City, creating seamless bridges between physical retail and digital immersive environments
- **Built virtual movie theater experience design** with customizable screening rooms, spatial audio visualization, and social viewing features, conducting extensive user testing and iteration

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- **Established design system and component library** enabling consistent experiences across multiple brand activations while supporting rapid prototyping and experimentation
- **Led cross-functional design workshops facilitating design thinking sessions** with 40+ team members, fostering collaborative problem-solving and user-centered innovation

Design Strategy Manager, Consumer Experience Group

Warner Bros., Inc. | Burbank, CA

Nov 2018 – Aug 2022

Orchestrated omni-channel design strategies for flagship IPs including DC Comics, Harry Potter, and Looney Tunes, creating unified experiences across 13 global markets.

- **Architected unified identity and SSO design system** enabling fans to carry consistent visual identity and personalized experiences across multiple WB platforms and physical retail touchpoints
- **Led design research and testing programs conducting user interviews**, usability studies, and A/B testing across digital and physical experiences, directly informing strategic design decisions
- **Created omni-channel experience design frameworks** uniting content, commerce, and gamification with cohesive visual language, interaction patterns, and accessibility standards
- **Built design governance and brand guidelines** for global IP franchises, ensuring consistent experiences while enabling localized adaptations across international markets
- **Established design metrics and KPI frameworks** tracking user satisfaction, task completion, conversion rates, and engagement to validate design decisions and inform iterations

Senior UX/Product Design Lead, Home Entertainment

Warner Bros, Inc. | Burbank, CA

Nov 2016 – Aug 2022

Led UX design for cross-studio streaming platform, creating innovative social viewing experiences and e-commerce interfaces.

- **Designed Movies Anywhere platform experience** creating unified interface for 7 studio libraries, conducting extensive user research to simplify complex multi-studio content discovery and playback
- **Created "Watch Together" social viewing feature** designing synchronized streaming with integrated messaging, solving complex UX challenges around latency, controls, and social interaction
- **Designed gamification and interactive experiences** for film-based games, creating intuitive interfaces that balanced entertainment value with usability, growing engagement by 53%
- **Optimized purchase and rental flows** through iterative design testing, reducing friction points and implementing personalized UI that increased conversion by 42%
- **Built responsive design system** ensuring consistent experiences across web, mobile, TV, and game console platforms with adaptive layouts and interaction patterns

TOOL PROFICIENCY

- **Design & Prototyping:** Figma, Sketch, Adobe XD, InVision, Principle, Framer, ProtoPie, Adobe Creative Suite
- **UX Research & Testing:** UserTesting, Maze, Optimal Workshop, Hotjar, Lookback, Dovetail, Miro, FigJam
- **Design Systems & Collaboration:** Figma Design Systems, Storybook, Zeroheight, Abstract, design tokens, version control
- **3D & Immersive Design:** Unreal Engine 5, Unity, Blender, Spline, Three.js, WebGL, spatial design tools
- **Analytics & Testing:** Optimizely, VWO, Google Analytics, Amplitude, Mixpanel, heatmapping, session recording
- **Accessibility Tools:** WAVE, Axe, Lighthouse, NVDA, JAWS, VoiceOver, accessibility testing frameworks

EDUCATION & CERTIFICATIONS

Enterprise Automation: UiPath Advanced Developer, Automation Anywhere Master Certified, IBM RPA Developer Certified, Process Mining Specialist | **AI & Innovation:** AI for Everyone (Coursera), AWS AI/ML Specialty | **Leadership:** Certified Scrum Product Owner and Master (Scrum Alliance), ITIL v3, Six Sigma Green Belt | **Education:** UCLA/Sorbonne, BA Film Studies/French

View full tools list and portfolio: <https://eunicemquezon.com/resume>