Corina — Bermudez

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Experience

Senior Product Designer – Lyft

San Francisco, CA.   2021 – Present

Design owner for Lyft Concierge within Lyft Business, driving user-centered solutions that address both immediate needs and long-term goals. Adept at identifying opportunities to enhance the user experience, while aligning designs with Lyft Healthcare's strategic objectives.

Lyft Assisted Driver Experience

- Led design for rider, driver, and dispatcher experiences, ensuring consistency across user journeys while addressing technical and legal constraints.
- Designed and executed a usability test plan, creating two prototypes and conducting eight sessions on driver opt-in flows. Analyzed insights to drive collaboration and improve opt-in flows and driver communications.
- Partnered with UXR and DS post-launch to identify and implement enhancements to the driver ride experience.
- Collaborated with Sales and Account Management to leverage customer feedback, data, and user research insights, shaping the 2025 product roadmap and aligning priorities with user and business needs.

Lyft Concierge No-shows (Ongoing)

- Identified rider no-shows as a key opportunity, securing a 2023 KR targeting a 6% reduction in no-shows across Concierge Healthcare rides.
- Led discovery workshops with PM, DS, and UXR leads, co-authoring a project brief that secured cross-functional buy-in and alignment on key challenges.
- Collaborated with account managers and clients to gather insights on managing repeat offenders and no-shows, driving new product initiatives.
- Delivered impactful solutions in 2023 and 2024 to address various factors contributing to healthcare ride no-show rates, improving both user experiences and operational outcomes.

Lyft Concierge Ride Notifications Redesign

- Conducted a comprehensive audit of rider notifications, identifying key opportunities for both content design and notification logic improvements.
- Led usability testing with senior riders, gathering insights that informed simplified, intuitive notification designs aligned with Lyft's quality and safety standards.
- Created design files, content templates, and decision tree documentation to align teams, streamline updates, and improve overall operational efficiency.
- Led cross-team presentations to gather feedback, enhancing collaboration among product, design, engineering, marketing, and sales teams.

Profile

Product Designer with over 12 years of experience creating user-centric, multichannel experiences by simplifying complex concepts and balancing technical constraints with user needs and business objectives. A passionate design thinker, skilled at transforming vision into actionable solutions. Known for a strong process orientation, collaborative mindset, and keen attention to detail. Adept at navigating ambiguity, maintaining a sharp focus on the user, and fostering cross-functional collaboration throughout the design process.

Education

Human-Computer Interaction for UX Design Certificate
Massachusetts Institute of Technology (MIT), MA, 2020

Bachelor of Science in Graphic Design
The Art Institute of Philadelphia, PA, 2005

Areas of Expertise

User Experience Design (UX)

User Interface Design (UI)

Interactive Design (IxD)

Storytelling

Customer journeys

Wireframing

Prototyping / Validation

Concept development

Usability testing

Strategic problem-solving

Interdisciplinary team collaboration

Process improvements

Figma

Adobe Creative Cloud

Keynote

Google Workspace

HTML/CSS

Experience *(continued)*

Lead UX Designer & Art Director / Comcast

Philadelphia, PA. 2018 – 2021

- Co-pitched a vision concept for the future of Xfinity.com, gaining leadership support to develop a design that delivers a flexible, simple, contextual, and transparent experience, while achieving business and sales goals.

- Led a team effort to shift from a selling to a shopping viewpoint, rethinking how offers are structured on the financial side. Presented alongside senior product owner to secure alignment on the project roadmap for a new shopping model.

- Created user scenarios, identified key functionality, determined content, and systematized tier structure, pricing, and contracting.

- Led the design of a plan builder page and launched a successful 9-week trial in the Central Division, resulting in: +7% overall sales (RGUs), +12bps conversion rate, +20% buyflow start rate.

Senior UX Designer / Comcast

Philadelphia, PA. 2016 – 2018

- Co-developed the design vision and user experience for Xfinity.com, creating user flows, wireframes, and prototypes to redefine the digital experience with a focus on value, product education, and digital transactions.

- Developed a scalable design system, UI patterns, and a resource library using CMS templates and reusable modules, resulting in a 33% faster page load time and 5X faster speed to market.

- Redesigned and launched the Xfinity.com experience with improved business performance under the Digital First initiative, creating user scenarios, identifying key functionality, and systematizing tier structure, pricing, and contracting.

UX Designer / Tembo, Inc

Philadelphia, PA. 2015 – 2016

- Designed mobile and desktop data analytics applications for educational institutions, collaborating with clients, product owners, and engineers to define requirements and deliver user-centered solutions.

- Led design projects from concept to execution, creating user flows, wireframes, prototypes, and visual designs, while advocating for design-driven improvements and fostering collaboration with engineering team.

Interactive Designer / Free People (URBN)

Philadelphia, PA. 2011 – 2015

- Collaborated with data analysts, engineers, and merchandisers on A/B testing plans to optimize designs for promotional features and emails.

- Designed features and promotional emails for Free People, including user flows, wireframes, prototypes, and front-end code.

- Developed process documentation and a new template system to streamline design strategy and delivery.

Recognitions

Lyft

Recognized for exceptional leadership and ownership in leading vision planning sessions for Lyft Business and driving design for two products during team transitions.

Praised for proactive leadership in planning design sprints, demonstrating efficiency and effectiveness in driving key initiatives.

"Corina led the 2024 vision planning sessions for all of Lyft Business and is also owning design over two products, holding down the fort while her teammate is on sabbatical. All in ownership!"

Comcast

Division Change Champion (nomination): active advocate for transformation

Innovation in Customer Experience Award (nomination): Circle of Success Award for going above and beyond to live Comcast's operating principles

Team awards for Digital Transformation Design, Xfinity.com (2017):

- **WebAwards:** Outstanding Achievement
- **ISP Standard of Excellence:** Xfinity Internet Experience
- **MarCom Awards Gold, Website Redesign:** Learn/Shop Experience Redesign
- **MarCom Awards Gold:** Business-to-Consumer Website
- **MarCom Awards Platinum:** Mobile Website Product