

# nydia.segura@gmail.com

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## SUMMARY

Experienced UX designer specializing in web and mobile products that improve usability and boost conversion. Known for transforming complex workflows into simple, accessible experiences. Proven track record of leading design from concept to production and delivering measurable business results.

## EXPERIENCE

### **AppFolio** *User Experience Designer - Growth* 2022 - Present

Lead designer on renters insurance responsible for transforming purchase workflows into accessible, simple and high-conversion experiences.

- **Simplified complex insurance tasks** by designing a real-time upload flow that provided instant results, increased valid submissions by 15%, and gave residents and property managers status tracking to support transparency.
- **Drove measurable impact through experimentation** by delivering multiple A/B tested designs that achieved up to a 5% lift in conversion and generated more than \$400K in additional annual revenue.
- **Led replatforming from web to native mobile** ensuring a seamless, scalable experience for a user base migrating to app adoption.
- **Mapped and refined various complex** end-to-end workflows for residents and property managers to create consistent, transparent experiences.
- **Collaborated cross-functionally** with PMs, engineers, QA, and analytics to rapidly iterate, validate assumptions, and ensure design decisions met both user needs and business goals.

### **DesignLab** *UX Design Mentor* 2021 - Present

Mentored UX Academy students through their course and assignments, providing feedback, resources, and industry insights to strengthen design skills and portfolios.

### **Home Depot (via Synergis)** *Senior UX Designer* 2021 - 2022

Collaborated across multiple squads in an Agile environment to design scalable digital solutions for enterprise and consumer-facing tools.

- **Led discovery and research activities** including workshops, interviews, and usability testing to deeply understand workflows and pain points across a highly complex retail ecosystem.
- **Created journey maps** to align stakeholders on user and business needs.
- **Designed and prototyped multi-platform solutions** that streamlined tasks for both end-users and internal support teams, ensuring clarity across touchpoints.
- **Partnered closely with developers and product managers** to ensure interaction details were implemented with accuracy and accessibility.

## **CenterPoint Energy** *Interaction Designer and Developer 2018 - 2021*

Worked on an agile product team to improve customer-facing and internal systems for a major energy provider, with a focus on accessibility and reducing operational costs.

- **Executed end-to-end UX design** from concept, wireframes, and prototypes through production for web and mobile applications.
- **Improved transparency and reduced call volume** by designing a customer portal that simplified account management and support workflows.
- **Conducted user research and usability studies** (interviews, surveys, and observation) to identify usability challenges and translate insights into clear design solutions.
- **Advocated for accessibility** by implementing WCAG-compliant UI interfaces and ensuring inclusive design practices.

## EDUCATION

**University of Houston** – *Computer Engineering Technology 2007-11*

## SKILLS

**Design** Sketching and Wireframing, Prototyping, User Research and Testing, AB Testing, Information Architecture, Figma, Accessibility Auditing and Implementation

**Front-End Web Development** HTML CSS JavaScript WordPress