

PRISCILLA GETTINS

PRODUCT DESIGNER · UX/UI DESIGNER · AI-ASSISTED PRODUCT & WEB DESIGN

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Portfolio: priscillasportfolio.co

PROFILE

Product-minded UX/UI designer with formal design training and hands-on experience creating responsive websites, mobile experiences, SaaS platforms, dashboards, and AI-assisted workflows.

I combine user-centered design with real-world customer and sales experience to connect **usability, visual design, product thinking, and business goals**. Comfortable taking an idea from problem definition and information architecture through wireframes, high-fidelity UI, prototyping, AI-assisted development, evaluation, and iteration.

EXPERIENCE

Founder & Product / Web Designer

Papaya Studio · 2026–Present

Design and build digital experiences for small businesses while managing projects from early concept through execution.

- Lead website projects from discovery and requirements gathering through information architecture, UX/UI design, responsive design, AI-assisted development, iteration, and launch.
- Translate business goals and customer pain points into clear, conversion-focused digital experiences with intentional hierarchy, messaging, usability, and visual identity.
- Design user journeys, page architecture, interaction patterns, lead-intake experiences, and conversion flows around both customer needs and business objectives.
- Built internal AI-assisted workflows for lead research, website auditing, opportunity scoring, personalized outreach drafting, pipeline management, and follow-up.
- Manage client communication, project scoping, creative direction, design decisions, revisions, sales outreach, and delivery.

Independent Product Designer

Digital Products & Product Concepts · 2026–Present

Design and prototype original SaaS and consumer products across creator tools, sales technology, AI, content intelligence, and digital trust.

- Define product concepts, user problems, workflows, feature hierarchy, navigation, information architecture, and end-to-end experiences.
- Design dashboards, data-heavy interfaces, content libraries, search and filtering, comparison tools, settings systems, onboarding, pricing, and conversion flows.
- Use generative AI and rapid-development tools to move from concept to functional interface, then critically evaluate outputs for usability, hierarchy, clarity, consistency, and visual quality.
- Develop reusable interface patterns and visual systems that maintain consistency across complex, multi-feature products.
- Use AI as an execution and exploration tool while retaining human judgment over product strategy, UX decisions, copy, visual direction, and final output.

Customer Experience & Sales

Hospitality & Live Commerce · 2019–Present

Years of customer-facing work gave me a practical understanding of user behavior that now influences the way I design.

- Developed firsthand insight into customer decision-making, objections, purchasing behavior, expectations, and points of friction.
 - Used consultative selling, observation, and real-time problem solving to understand customer needs and personalize recommendations.
 - Built strong communication skills through high-volume environments requiring speed, accuracy, prioritization, and service recovery.
 - Translate this experience into product decisions grounded in how people actually behave—not just how we expect them to behave.
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SELECTED PRODUCT WORK



Papaya Pro

AI-Assisted Sales & Prospecting Workspace · 2026

Designed a sales platform specifically for freelance web designers and small studios, connecting prospect discovery, website auditing, lead qualification, outreach, follow-up, and pipeline management.

- Designed the core **Discovery → Audit → Prioritize → Outreach → Follow-Up** workflow.
- Created lead scoring, revenue opportunity scoring, customizable estimated project values, lead statuses, next actions, and pipeline management.
- Designed a dashboard around the question **"What should I do next?"**, prioritizing actionable sales tasks before analytics.
- Built extensive customization systems for proposal pricing, audit scoring, lead discovery, outreach behavior, AI preferences, calendars, integrations, notifications, agency branding, and security.
- Incorporated AI-assisted research and drafting while preserving human review and control over sales decisions and communication.

Skills demonstrated: Product Design · SaaS · UX/UI · Information Architecture · Dashboard Design · AI Workflows · Systems Thinking

CreatorKit

Creator Intelligence & Content Analysis Platform · 2026

Designed a creator-focused SaaS concept combining content organization, analytics, competitor research, creator tracking, and AI-assisted insights.

- Designed searchable content libraries, performance dashboards, competitor comparison, creator tracking, growth history, AI-assisted content analysis, and idea-generation features.
- Structured complex performance data around scanability and actionable insights rather than isolated metrics.
- Designed subscription architecture and pricing tiers around increasingly advanced creator, analytics, and team workflows.
- Created a cohesive dark interface and reusable visual language across data-heavy product surfaces.

Skills demonstrated: Product Design · SaaS · Analytics · Data Visualization · Information Architecture · AI · UI Systems

CAMPO

National Park Discovery & Booking Experience · 2020

End-to-end UX/UI project exploring how users could discover, evaluate, and book camping experiences across U.S. National Parks.

- Conducted foundational research and translated findings into product structure, user flows, wireframes, and high-fidelity interfaces.
- Designed multiple discovery paths for different user behaviors: direct search, park browsing, and guided recommendations.
- Created a five-question destination quiz to reduce decision overload for users unsure where to begin.
- Designed search, filtering, list/map switching, campsite details, amenities, activities, reviews, and accessibility information.
- Created the complete booking experience from campsite selection through guest information, payment, review, confirmation, and account creation.

Skills demonstrated: UX Research · UX/UI · User Flows · Wireframing · Prototyping · Search & Filtering · Booking UX

FITz

Personalized Fashion Discovery Experience · 2020

Designed a mobile shopping concept exploring how personalization could reduce friction in online fashion discovery.

- Translated early research around online-shopping behavior into a personalized mobile experience.
- Designed style-preference onboarding, personalized recommendations, catalog exploration, complete-look inspiration, user profiles, shopping bag, and checkout.
- Explored how personalization could provide direction without restricting users from browsing outside their recommendations.

Skills demonstrated: UX/UI · Mobile Design · Personalization · User Research · E-commerce UX

AuthentiScan

AI Image Authenticity Concept · 2026

Designed an unshipped concept exploring how image-authenticity analysis could be communicated to non-technical users.

- Created a simple upload-to-analysis workflow around an inherently complex technical problem.
- Explored ways to communicate AI detection, metadata findings, visual anomalies, and confidence without presenting probabilistic results as absolute certainty.
- Used restrained information hierarchy and visual design to make technical analysis feel more understandable and trustworthy.

Skills demonstrated: Product Concepting · Trust-Centered UX · AI UX · Information Hierarchy · Visual Design

SKILLS

Product & UX

Product Design · UX/UI Design · User Research · Information Architecture · User Flows · Wireframing · Prototyping · Interaction Design · Responsive Design · Usability · Customer Journey Mapping · Conversion-Focused UX · Content Design

Visual & Web

Web Design · Visual Design · Interface Design · Design Systems · Responsive Layout · Typography · Visual Hierarchy · Brand-Aware Digital Design

AI & Emerging Workflows

Generative AI · Prompt Design · AI-Assisted Workflows · Applied LLM Output Evaluation · Human-in-the-Loop QA · AI Output Evaluation · Editing · Proofreading · Quality Control · Rapid AI-Assisted Prototyping

Business & Collaboration

Requirements Gathering · Client Communication · Customer Insight · Sales · Project Scoping · Stakeholder Communication · Creative Direction · Iteration

TOOLS

Figma · FigJam · Lovable · ChatGPT · Generative AI Tools · Canva · Google Workspace

EDUCATION

Wyncode Academy

UX/UI Design Program · Wynwood, FL · June–August 2020

UX/UI Design Certification · September 2020

Intensive UX/UI training covering user research, personas, information architecture, user flows, wireframing, prototyping, interface design, usability thinking, and end-to-end product development.

Selected projects: CAMPO · FITz

