



JOHN DE LA TORRE-UGARTE

Full Stack Product Design & UX Leader | AI-Driven UX Strategy | Research-Based Product Innovation

Rapid Prototyping: Figma, ChatGPT, V0.Dev, Vercel, Cursor | Human-First, Scalable Products | Future-Focused

Larchmont, NY | +1 (703) 303-0684 | www.jdlt.design | www.linkedin.com/in/uesuxguy

PROFESSIONAL SUMMARY

Full-Stack Product Design & UX Leader with **15+ years of experience** shaping human-first, data-rich platforms. I blend research, design systems, and AI-enhanced workflows to turn complex problems into scalable, intuitive solutions that ship. From discovery to deployment, I align product vision with execution—leading teams through atomic design systems in Figma, logic-driven prototypes in **UXPilot.ai**, **v0.dev**, and **live UX validation via Vercel**.

Currently leading **AI-led UX strategy at Relo Metrics**, where I've helped transform how brands and agencies leverage sponsorship analytics:

- **Relo Census** – Designed and launched from the ground up, delivering a scalable, insight-driven platform that helps users evaluate team, brand, and asset performance across major U.S. sports leagues.
 Result: Smarter decisions, stronger revenue impact, happier users.
- **Relo Edge** – Directed a full UI/UX redesign, modernizing core workflows with validated insights from Pendo and UX Pilot.
 Result: Increased adoption by **38%** and **reduced churn by 22% within 6 months** through a validated UX overhaul.

My process is driven by **continuous research, test-and-learn cycles**, and systems thinking rooted in usability and performance.

A **creative technologist turned design strategist**, I bring a developer's mindset to user-centered product design—collaborating closely with engineers and stakeholders to deliver solutions that drive business and user impact. I speak English, Spanish, and **HTML**.

PRODUCT & UX LEADERSHIP EXPERIENCE

Product Design Lead • UX & Design Strategy • Relo Metrics, NY
June 2023 – Present

Lead product discovery and UX strategy for two core platforms at a sports sponsorship analytics company using AI, data modeling, and systems thinking.

1. **Designed and launched Relo Census**, a net-new platform that enables brands and agencies to evaluate sponsorship value across U.S. sports leagues. Reduced time-to-insight by 45% and increased average deal size by \$1.2M.
2. **Redesigned Relo Edge** the company's core analytics tool, improving usability, speed, and decision-making through a full UI/UX overhaul. Result: **+38% adoption** → **"Increased adoption by +38% and cut churn by 22%."**
3. **Conducted end-to-end discovery** using Pendo analytics, UX Pilot testing, and internal team stakeholder interviews to align product roadmap with user behavior.
4. **Created atomic design systems** in Figma and vibe-coded interactive UI prototypes using Vercel v0.dev for real-time validation and UI functional alignment with product and engineering teams.
5. **Led usability testing** sessions with clients and internal teams.
6. **Tools:** Figma • ChatGPT • v0.dev • UX Pilot • Pendo • Mentiimeter.

TOOLS & EXPERTISE

Design Systems & Prototyping

Figma • FigJam • UX Pilot • v0.dev • Storybook • Atomic Components • Tokens & Theming • Responsive / Native UI

UX Research & Testing

Pendo Analytics • LookBack • UserTesting • Journey Mapping • Continuous Discovery • Design Thinking Sprints

Product Design & Validation

High-Fidelity Clickable Prototypes • Interaction Design • Visual Design • Real-Time UX Validation via Vercel & Supabase

AI-Led UX Strategy*

Prompt Engineering • Model Behavior Mapping • Insight-Driven Interfaces • Feedback Loops

Design-Dev Collaboration

Cursor • Loom Videos • Design-Dev Handoff • Scalable UX/UI Frameworks • Component Alignment

Documentation & Product Ops

Jira • Confluence • Slack • Notion

Tech & UI Frameworks

HTML5 • CSS3 • Tailwind UI • Ant Design • Material UI



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PRODUCT & UX LEADERSHIP EXPERIENCE — CONT'D

Senior Product Designer & UX Researcher • Medable, NY
December 2020 — March 2023

Designed scalable UX systems and clinical trial tools for a decentralized platform used by patients, clinicians, and sponsors across global healthcare environments.

1. **Led creation of the Medable Design System**, building reusable Figma components and tokens that streamlined handoff and improved design quality across teams.
2. **Spearheaded UX for the Digital Consent**, Translation Management, and Wearables Onboarding tools—used on iOS, Android, and web to capture and transmit real-time patient data.
3. **Conducted usability testing via Lookback** and applied continuous discovery to optimize flows, reducing onboarding drop-off by 15%.
4. **Led cross-functional prototyping sprints with Figma and Miro** to align clinical, product, and sponsor workflows.
5. **Built multi-language UI and accessibility** features to support global trials, FDA requirements for Clinical Trials Data and diverse patient needs.
6. **Result:** Unified platform experience across teams—reduced design inconsistency by 30%, cut engineering rework by 40%, and accelerated trial launches by 20%.
7. **Tools:** Figma • Lookback • Tailwind CSS • iOS/Android • Miro • Mentimeter

Senior Product Designer & UX Researcher • Medidata Solutions, NY
November 2019 — December 2020

Led UX and research for AI-driven clinical trial platforms in the life sciences sector, with a focus on data analytics and compliance-driven design.

1. **Developed and executed user research strategies** including usability testing, field interviews, and competitive analysis to inform design direction.
2. **Partnered with product managers and engineers** to co-design features aligned to agile sprint timelines and regulatory requirements.
3. **Identified UX pain points through analytics** and user feedback, and translated them into scalable, testable design solutions.
4. **Created wireframes, high-fidelity mockups**, and interactive prototypes for data workflows and internal stakeholder feedback sessions.
5. **Supported multiple cross-functional squads** by streamlining handoff through Zeplin and maintaining design consistency via Figma libraries.
6. **Improved information architecture** and usability across data-heavy views to enhance clarity and reduce support queries.
7. **Tools:** Figma • Zeplin • Pendo • Lucidchar • Miro • UserTesting.com

ACADEMICS

Leadership, Design Management, and Team Building
JPMorgan Chase Leadership Program, NY

June 2018 — Dec 2019

Selected as a Product Design Lead, VP to join this competitive leadership program focused on building high-performing design leaders.

Focus Areas:

- Emotional intelligence
- Global team leadership
- Executive communication & negotiation

UX & Product Design Immersive Program
General Assembly, NY

June 2016 — Dec 2016

Transitioned into product design from visual and front-end work through this hands-on, 12-week program.

Highlights:

- Applied the Double Diamond process: discovery, definition, ideation, and delivery
- Conducted user interviews, created personas, and performed card sorting for IA
- Developed user flows and wireframes based on behavioral insights
- Built prototypes, refined through usability testing
- Delivered a coded front-end prototype as the final product presentation

Skills Gained:

User Research • Wireframing • Lo/Hi-Fi Prototyping • UI Design • Front-End Coding • Usability Testing • Competitive Analysis

Academic Foundation
Stony Brook University, NY




Completed 106 credits toward Psychology and Journalism, with a Theatre Arts minor

Sep 1991 — Mar 1994 • GPA 3.32





Early studies in human behavior, storytelling, and performance—a foundation that continues to shape my user-first approach to product design, journey mapping, and collaborative ideation.



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PRODUCT & UX LEADERSHIP EXPERIENCE — CONT'D

Product Design Lead, VP • Commercial Banking Platform • JPMorgan Chase, NY
January 2017 — July 2019

Led design architecture for JPMorgan's enterprise onboarding platform, streamlining compliance and transaction workflows across mobile, desktop, and native tools.

1. **Designed end-to-end UX** for the Commercial Client Intake platform, supporting onboarding for thousands of business customers across banking tiers.
2. **Designed responsive web and mobile-native** interfaces optimized for large-scale data grid UI interactions, real-time processing, and high-security environments.
3. **Conducted extensive discovery:** interviews, card sorting, affinity mapping, and scenario-based testing to uncover friction and inform key flow improvements.
4. **Facilitated Design Thinking workshops** and whiteboard sessions with product managers, compliance teams, and tech leads to co-define user journeys.
5. **Delivered branded visual mockups**, annotated design specs, and developer-aligned wireframes in compliance with JPMorgan's internal design standards.
6. **Supported accessibility documentation** and collaborated with internal QA to validate compliance with WCAG and enterprise UX guidelines.
7. **Tools:** Figma • Creative Cloud • InVisionApp • Google Docs

FOUNDATIONAL EXPERIENCE

Product Designer • My Global Crosswalks, NY
July 2016 — December 2016

Built a multi-platform MVP Product that combines a network of vetted international mass production manufacturers with project managers. This product would help facilitate mass production at high speed. Led a team of 2 UI Designers and 1 Creative Technologist.

User Experience Designer • MarketAxess, NY
January 2016 — June 2016

Was part of a highly creative team that focused on B2B enterprise digital trading products. Designed the new Information Architecture, Usability Experience and Visual Design for the B2B Trade platform as well as solved customer success backlog issues.

Design Engineer • E-Trade, NY
January 2015 — January 2016

Collaborated with Product Managers, Business Analysts, UX Researchers to iterate and design look and feel for new features of the next E*TRADE Trade and Sell Platform. Developed coded HTML5/CSS Angular.js prototypes for user testing.

Visual Designer/Frontend Lead • Intellipayment, NY
February 2012 — December 2014

Served as lead product designer and front-end engineer in a lean startup team alongside data scientists and backend developers. Designed UX for an AI-powered marketing platform, then translated designs into pixel-perfect HTML/CSS front-end code.

Tech Lead • Digitas Health, NY
February 2010 — February 2012

Managed the Digital Product life-cycle from beginning development stages to deployment and post-launch maintenance. Architected and led migration as well as built workflows of online websites to DotNet Microsoft SharePoint of: www.sprycel.com