

Iván Uruchurtu

Designer · Shaping Software, Teams, and Tactile Artifacts

✉️ ivan.cv ✉️ hello@vheissu.me ✉️ linkedin.com/in/vheissu ✉️ Guadalajara, MX

For over a decade, I have worked and enjoyed turning complex technical ideas into clear, tangible experiences, leading end-to-end design from product to brand for early-stage, venture-funded startups. My experience spans B2B, B2C, and developer tools.

Beyond software, I design high-end mechanical keyboards and accessories through my studio, 181.

Languages: English (advanced), Spanish (native).

Experience

Neurelo - Founding Desinger

Mar 2023 - Nov 2025 · 2 yrs 9 mos

- Owned product design direction and go-to-market for Neurelo Build, an AI-powered database platform. Shaped positioning, defined developer workflows, and launched onboarding and content to drive adoption.
- Led the strategic pivot to Neurelo Connect, a secure database layer for AI agents. Defined the product narrative, use cases, and early GTM motion focused on enterprise AI workflows and agentic data access.

Demiura - Founder & Designer

2019 - Present · 7 yrs

- Independent design studio exploring physical product design and visual storytelling through bespoke and luxury mechanical keyboards.
- Led concept development, visual direction, and production for high-profile keycap sets including GMK Mictlán, GMK Phantom, and GMK Gurokawa.
- Collaborated with artisan keycap makers and international vendors across 20+ countries to push the boundaries of form, material, and storytelling in input design.

Rever, Inc - Head of Product Design

Feb 2018 - Jan 2023 · 5 yrs

- Built and led Rever's first product design team.
- Helped grow the user base to 50,000+ and positioned Rever as the first Mexican startup backed by Sequoia.
- Developed design strategies that improved UX and simplified workflows for frontline teams.

Basiko - Lead Web Developer / Designer

Jan 2014 - Feb 2018 · 4 yrs 2 mos

- Led the agency's first web dev team and shipped 80+ custom sites across e-commerce and digital marketing.
- Led the agency's transition to scalable workflows centered on speed, reliability, and cohesive design.

Skillset

Leadership

Product & Creative Direction, Narrative Crafting, Go-to-Market, Cross-discipline Fluency, Design Hiring, Strategic Communication, Mentorship & Team Building.

Technical Skills

HTML, CSS, JavaScript (intermediate), SQL, Git, Linux, Webflow, Framer, WordPress (custom themes), SEO Fundamentals, Accessibility, Performance Optimization.

Software Design

UI/UX, Systems Thinking, Visual Design, Interaction, Prototyping, Developer Experience, User Testing.