Nayeli A. Perez T.

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Experience

Jun 2022 - Present

Gantri / Senior Product Designer
San Francisco, CA (Remote, based in San Antonio, TX)

About　　3D-Printed Lighting Brand & Manufacturer

Role　　Lead end-to-end product design for Gantri's internal manufacturing system and for **Made**, Gantri's B2B manufacturing platform

Led the 0→1 design and feature definition of Gantri Made, B2B manufacturing platform, which reduced partner evaluation cycles from weeks to days and established a scalable, cost-effective foundation for Gantri's B2B growth.

Led the re-factoring of Parts and Stocks, core building blocks of the manufacturing system, to enable rapid issue-detection, accurate tracking of failure workflows, and a 58% reduction of cycle time for items with failures.

Spearheaded design and implementation of a re-factored, modular approach to products that unlocked product customization, scaling our catalog to thousands of SKUs, a 1500% increase in quantity of SKUs, unlocking trade & partnership deals that resulted in a 423% Trade Revenue increase.

Defined an automated print start workflow that reduced manual print operator labor by 60% and enabled print starts 24/7.

Led the definition and implementation of Batching workflows in the Finish department, reducing manual steps to complete paint jobs by 90% and increasing finish yield by 18% through better part tracking and reduced part misplacement.

Mar 2021 - Jun 2022

Chargify (now Maxio) / Product Design Manager
San Antonio, TX

About　　Subscription Billing Platform for B2B SaaS Products - Fintech SaaS

Role　　Managed a team of 2 product designers. Engaged design-thinking methods to improve cross-function collaboration and align on design strategy.

Defined the collaboration process between Design, Product, and Engineering (PDLC) during the Chargify / SaaSOptics merge into Maxio. Led the creation of a new Design System that standardized patterns across the Chargify and SaaSOptics platforms.

Designed key billing management features for subscription businesses processing hundreds of millions in ARR (Multi-Currency Support, Custom Price Points, Re-architecting Product Catalog, etc.)

Sep 2018 - Mar 2021

Chargify (now Maxio) / Product Designer
San Antonio, TX

About　　Subscription Billing Platform for B2B SaaS Products - Fintech SaaS

Role　　Functioned as part of the Billing Developer team, collaborated with product manager and developers to plan and design complex new features

Continuously improve the design system and experience of our app through user research, testing, and implementing frontend changes (using HTML, SCSS, JS, React)

Sep 2016 - Sep 2018

esd & Associates / Visual Designer
San Antonio, TX

Details　　San Antonio Digital Marketing Agency. Design work spanning traditional print media, website design and implementation via CMS, mobile app design, and brand/identity design.

Education

Aug 2012 - May 2016

Trinity University / B.A. in Communication, *Cum Laude*
San Antonio, TX

Concentration in Visual Communication, Minor in Studio Art and Art History

Skills

End-to-End Product Design, Product Discovery and Requirements Definition, AI Prototyping & Research Synthesis, Systems Design (OOUX, Service Design Methods, etc), Design-Thinking and Sprint Facilitation, Design Systems Definition

Tools

Create: Figma, Claude, Notion, AirTable, HTML/CSS - React - Git / **Collaborate:** Asana, Jira, Miro, FigJam / **Design Systems:** Figma DS Tooling, Storybook / **Analyze:** HotJar, Grafana, Mixpanel / **Explore:** Adobe Photoshop - InDesign - Illustrator, Are.na