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

PRODUCT DESIGN & UX STRATEGY SNAPSHOT

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**.

Currently leading AI-driven UX strategy at Relo Metrics, where I've redesigned core analytics products and launched new platforms that help global brands, agencies and rightsholder teams optimize their sponsorship investments.

Career Highlights:

➔ **5+ Platform Redesigns** — Modernized UX/UI across enterprise-grade tools for analytics, trading, and clinical research

➔ **3 Generative AI Products Built** — Led prompt engineering and UX orchestration from idea to interface

➔ **5 Design Systems Architected** — Scalable component libraries for cross-platform consistency and velocity

➔ **$1.2M Avg. Deal Lift via UX (Relo Census)** — Drove business impact by translating user needs into persuasive data storytelling tools

➔ **+38% Adoption / −22% Churn (Relo Edge)** — Achieved measurable growth via end-to-end redesign powered by behavioral analytics

Featured Work:

➔ **Relo Census – Led 0-to-1 strategy, design**, and implementation of a next-gen sponsorship platform for brands and teams across all major U.S. sports leagues → **Result:** smarter decisions, stronger revenue impact, and increased platform loyalty

➔ **Relo Edge – Reimagined UX and visual language** using data from Pendo and UX Pilot to simplify workflows and elevate clarity → **Result:** +38% adoption and −22% churn within six months of launch

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.**

SKILLS & EXPERTISE

🧩 **Design Systems & Prototyping**

Figma • FigJam • UX Pilot • v0.dev • Cursor • Miro • Webflow • Framer

Atomic Design • Tokens & Theming • Storybook • Responsive / Native UI

🔍 **UX Research & Testing**

Pendo • LookBack • UserTesting.com • Mentimeter Journey Mapping • Continuous Discovery • Design Thinking Workshops

🛠️ **Product Design & Validation**

Hi-Fidelity Prototypes • Visual Design Systems • QA Collaboration • Live UX Testing via Vercel • UX Acceptance Testing

🤖 **AI-Led UX Strategy**

Prompt Engineering • Model Behavior Mapping • Insight-Driven UX/UI • ChatGPT • Claude • Generative Pattern Design • Feedback Loop Optimization

🤝 **Design–Dev Collaboration**

Cursor • Loom • Dev Handoff Documentation • UX Engineering Alignment • Scalable Component Libraries • Cross-functional Prototyping

📚 **Documentation & Product Ops**

Jira • Notion • Confluence • Slack • Async Design Reviews • Design Systems Docs • Process Mapping • Remote Team Workflows

🧱 **Design-to-Code Tech Stack**

HTML5 • CSS3 • Tailwind CSS • Ant Design • Material UI • Storybook • GitHub • CLI • Vercel • TypeScript (basic)

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DESIGN AND UX STRATEGY EXPERIENCE

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

Lead UX strategy and product design for two core platforms at a sports sponsorship analytics company, integrating AI, Census data, LLMs, and computer vision into scalable user experiences.

1. **Designed & launched Relo Census**, reducing time-to-insight by 45% and increasing avg. deal size by $1.2M
2. **Led full UX/UI redesign of Relo Edge**, boosting adoption by 38% and cutting churn by 22%
3. **Conducted discovery via Pendo**, UX Pilot, and stakeholder feedback to inform product direction
4. **Built atomic design system** in Figma and interactive UI prototypes via v0.dev and Cursor.
5. **Tools:** Figma • UX Pilot • v0.dev • ChatGPT • Pendo • Mentimeter

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

Designed scalable UX systems and clinical trial tools used globally by patients, clinicians, and sponsors in decentralized trial 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

ACADEMICS

📈 **Strategic Design Leadership**
JPMorgan Chase Leadership Program, NY
June 2018 – Dec 2019

Selected as a VP-level Product Design Lead for this competitive internal program focused on developing design leaders across global teams.

Focus Areas: Emotional Intelligence • Cross-Functional Leadership • Executive Communication • Design Management

🧠 **UX & Product Design Immersive**
General Assembly, NY
June 2016 – Dec 2016

12-week full-time program that marked my shift from visual/front-end work into product design.

Core Projects:

- Applied the Double Diamond process across real-world case studies
- Conducted user interviews, persona development, and card sorting for IA
- Built and tested wireframes, prototypes, and coded front-end UIs
- **Skills Gained:** User Research • Wireframing • Prototyping • UI Design • Front-End Coding • Usability Testing

🎓 **Academic Foundation**
Stony Brook University, NY
Sep 1991 – Mar 1994 • GPA 3.45

Completed 106 credits toward a dual major in Psychology and Journalism.

Early foundation in human behavior, narrative structure, and performance—skills that continue to shape my approach to user-first design, storytelling in UX, and cross-functional collaboration.

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DESIGN AND UX STRATEGY EXPERIENCE — Cont'd

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

Led UX and research efforts for AI-powered clinical trial platforms focused on data-heavy workflows and regulatory compliance.

1. **Developed UX research strategies** across field testing, interviews, and Pendo user analytics
2. **Designed IA and high-fidelity UI** for data dashboards and internal review and engineering feasibility tools
3. **Partnered with PMs and engineers** to build agile-aligned, testable UX
4. **Improved IA and UX for dense data tables**, reducing support queries
5. **Tools:** Figma • Zeplin • Pendo • Lucidchart • Miro • UserTesting.com

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

Directed design architecture for an enterprise onboarding platform across JPMorgan's commercial banking tiers, aligning secure workflows across mobile, desktop, and native systems.

1. **Designed end-to-end UX** for Commercial Client Intake platform and tools used by thousands
2. **Built responsive web + mobile interfaces** for data grids and secure transactions
3. **Conducted discovery through interviews**, card sorting, and scenario testing
4. Facilitated **cross-functional Design Thinking sessions** across compliance and tech
5. **Tools:** Figma • Creative Cloud • InVisionApp • Google Docs
6. **Tools:** Figma • UX Pilot • v0.dev • ChatGPT • Pendo • Mentimeter

Senior Product Designer • MarketAxess • Freelance, NY
April 2016 — January 2017

Redesigned the usability and visual system for MarketAxess, a leading fixed-income trading platform. Partnered with product and engineering squads to modernize institutional trade workflows and elevate UI clarity in a high-volume B2B environment.

1. **Led UX architecture and UI design** for complex trader flows, from quote creation to execution
2. **Conducted shadowing sessions** with brokers to uncover behavioral friction and user inefficiencies
3. **Delivered high-fidelity mockups** and coded HTML/CSS prototypes for usability testing and iteration
4. **Partnered with PMs and tech leads** to integrate UX feedback into the platform roadmap
5. **Tools & Skills:** Figma • Rapid Prototyping • Lean UX • HTML/CSS • User Research • UI Systems • Interaction Design