

# John Eric De La Torre-Ugarte

**Product Design & Usability Leader** | Hands-On IC • Player-Coach • Org-Builder • Team Builder & Mentor | Scalable Design Systems • Design Operations | Discovery-Led (Stakeholder & User Research) | Pendo Analytics Expert | Figma • Miro • Creative Cloud | AI-Led UX (Cursor • Claude • Figma MCP Server)

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## Professional Summary

**Full-Stack Product Design & Usability Leader (15+ years) guided by Mission, Impact, and Stewardship.** I build intuitive, trustworthy, scalable products for **AI-driven SaaS** in regulated healthcare, fintech, and sports analytics—aligning user needs with business outcomes to turn complexity into **human-first, data-driven solutions** that ship and scale.

**Discovery-Led Practice:** I ground direction in **stakeholder interviews, user interviews, Pendo analytics, and competitive benchmarking**—translating evidence into roadmaps, testable hypotheses, and backlog-ready stories.

**With a foundation in front-end engineering and systems thinking,** I bridge design intent and technical execution—**translating Figma design systems**, tokens, and interaction logic into **code-ready prototypes** (HTML/CSS/JavaScript, Angular; light React) to increase velocity and reduce rework. I use **generative-AI workflows (Claude, Cursor, Figma MCP Server, UXPilot)** to accelerate research, prototyping, usability validation, and engineer alignment.

From discovery to delivery, **I lead end-to-end UX strategy, product design, and research**—driving information architecture, interaction design, usability testing, and design-system governance. I **partner across product, engineering, data science, and the business** to raise adoption, satisfaction, and trust, ensuring solutions are accessible (WCAG/ADA/Section 508), instrumented (KPI/OKR, analytics), and backed by **clean handoffs, tracking plans/event taxonomy**, and design QA that make teams faster.

## Key Achievements

- Results:** 0→1 Product Launch (Relo Census)- Led from raw requirements to launch in 60 days; reduced time-to-insight by ~45% via a custom dashboard and query builder.
- Design Culture & Design Operations (Relo):** Founded a discovery-led, design-first practice; set up crits/reviews and engineer-ready handoffs; mentored PMs/engineers/designers—improving clarity, reducing rework, and accelerating delivery.
- Relo Edge Redesign:** Drove +38% adoption and -22% churn through an IA/interaction overhaul and a modernized design system with completely overhauled UX for key features.
- Design Systems Leadership (Medable):** Built the company’s first unified design system; cut engineering rework ~40% and lowered design inconsistency ~30%.
- Enterprise Leadership (JPMorgan Chase):** Directed a 6–8 person UX team; delivered compliant, scalable workflows to thousands of commercial banking clients.
- Accessibility Champion:** Established WCAG-first frameworks at Medable and Relo; ensured usability and compliance in regulated healthcare and financial environments.

## Skills & Expertise

- Design Systems & Standards:** Design system architecture & governance, playbook alignment, pattern libraries, atomic design, interaction models, design tokens, Figma MCP Server, Storybook
- UX/UI Design:** Human-centered design, information architecture, user flows, journey maps, wireframes, low-/high-fidelity prototyping, responsive design, interaction design, UI design
- Accessibility:** Accessibility (WCAG 2.1, ADA, Section 508, ARIA, HIPAA), accessibility-first design & advocacy
- User Research & Testing:** Pendo Analytics, Lookback, continuous discovery, stakeholder & user interviews, task analysis, usability testing (moderated/unmoderated), A/B testing, Heuristic Evaluation & expert reviews, competitive benchmarking, journey mapping
- AI/ML & Generative UX:** Cursor + Claude, ChatGPT, UXPilot, Figma MCP Server, generative-AI workflow integration
- Development & Front-End:** HTML5, CSS3, JavaScript, Angular / AngularJS, React (basic), Tailwind CSS, Ant Design, Vercel, Git/GitHub, v0.dev
- Collaboration, Delivery & Leadership:** Design-thinking workshops, Agile/Scrum, stakeholder reviews, requirements translation, team mentorship & coaching, design-dev handoff, Confluence, Jira, Miro, FigJam, Mentimeter
- Core Competencies:** Product Strategy, KPIs & OKRs, Jobs To Be Done (JTBD), Agile/Scrum, Cross-Functional Leadership, UX Research, Usability Testing, Heuristic Evaluation, Information Architecture, Interaction Design, Data Visualization, Design Systems Architecture, Component Libraries, Design Tokens, Figma, Storybook, Data-Driven Design, Pendo Analytics, Generative AI, Large Language Models (LLM), Prompt Engineering, Front-End (HTML/CSS), React, Tailwind, Git/GitHub, Accessibility (WCAG/ADA/Section 508), SOC 2

# Professional History

06/2023 to Current

Founding Product Design Lead • UX & Design Strategy

Relo Metrics – NY

Computer Vision + LLM AI-Driven Sports Sponsorship Analytics Platform

Founding Product Design, Discovery, and Usability Strategy Lead for a sports sponsorship analytics platform using AI and Machine Learning to drive smarter decisions.

- **Impact:** Relo Edge redesign delivered +38% adoption and –22% churn; launched Relo Census with –45% time-to-insight via a custom dashboard and query builder.
- **Founding Designer & Culture:** Established a discovery-led product practice (not Jira-ticket driven); mentored engineers and PMs in design-first culture, design reviews, crit rituals, and engineer-ready handoffs that reduced rework and sped delivery.
- **Product Strategy & Discovery:** Led product discovery and UX strategy across two flagship platforms; integrated Census data, Computer Vision, and LLMs to align user needs with business goals and KPIs/OKRs.
- **0→1 Experience Design:** Took Relo Census from requirements to release—information architecture, interaction design, and usability testing—with analytics instrumentation for post-launch iteration.
- **AI-Driven UX Leadership:** Embedded Generative AI/LLMs into workflows to surface predictive insights and streamline decision-making for rightsholders, agencies, and brands.
- **Data & Analytics Integration:** Analyzed Relo Metrics’ homegrown datasets alongside VideoAmp audience metrics and SponsorPulse fan loyalty in Looker and Salesforce to determine which signals to surface as KPI cards; mapped Pendo query usage in Census and Relo Edge to these signals and fed them into AI-led prototypes (Cursor, Figma MCP Server, Claude) for real-world client testing and POCs.
- **KPI Cards & Automated Insights:** Leveraged historical data with AI/LLM/ML to generate automated predictive and actionable insights directly in product.
- **Design Systems & Accessibility:** Built atomic design system architecture (tokens, components, cross-product interaction models) with WCAG/ADA/Section 508 compliance; standardized patterns to lower design inconsistency and engineering rework.
- **Research & Validation:** Ran stakeholder/external interviews, moderated/unmoderated usability, journey mapping, and Pendo Analytics; translated findings into prioritized roadmaps and backlog-ready user stories.
- **Agile & Enablement:** Partnered with Product, Engineering, and Data Science in Agile/Scrum squads; drove demos, stakeholder reviews, and team coaching to accelerate cross-functional adoption.
- **Tools:** Figma, Figma MCP Server, Cursor, Claude, UXPilot, Pendo, Looker, Salesforce, VideoAmp, Confluence, Jira.

12/2020 to 03/2023

Senior Product Designer

Medable – NY

Decentralized Clinical Trials (DCT) Platform across Web, iOS, and Android

Designed scalable UX design systems and compliant end-to-end workflows for patients, clinicians, and sponsors within decentralized clinical trials.

- **Impact:** Reduced design inconsistency ~30%, cut engineering rework ~40%, and accelerated trial launches ~20% by unifying patterns and handoffs across Web, iOS, and Android.
- **Design Systems & Accessibility:** Built Medable’s first comprehensive design system (tokens, components, interaction models) adopted across platform teams; enforced WCAG/ADA/Section 508 standards to raise baseline accessibility and reduce downstream defects.
- **Regulatory & Compliance:** Led UX for Digital Consent and Translation Manager with guardrails for FDA/GxP, GDPR, and data-privacy requirements; designed flows to minimize consent errors and ensure auditability.
- **0→1 Experience Design:** Spearheaded end-to-end experiences for Digital Consent, Translations Management, and Screenshot/Artifact Tools—including information architecture, interaction design, and device integrations (wearables, vitals capture).
- **Product Strategy & Discovery:** Partnered with Product and Dev to shape roadmaps around feasibility and scale; defined KPIs and success criteria for consent completion, translation turnaround, and site activation readiness.
- **Research & Validation:** Ran continuous discovery with clinicians, study coordinators, and PMs; executed moderated/unmoderated usability, task analysis, and rapid prototyping sprints to de-risk releases and validate compliance-critical paths.
- **Cross-Functional Enablement:** Collaborated with agile squads to operationalize engineer-ready specs, crit rituals, and design reviews; improved velocity via standardized handoffs and Storybook/QA checklists aligned to the design system.
- **Live Prototyping with Clients:** Used low-fidelity live prototyping to elicit quick feedback on consent, translations, and artifact capture flows—shortening iteration cycles and aligning global stakeholders.
- **Tools & Tech:** Figma, Miro, Mentimeter, Lookback (research/testing); Tailwind CSS; iOS, Android, Web; Jira/Confluence for traceability and release readiness.

## Professional History (continued)

11/2019 to 12/2020

Senior Product Designer • User Researcher

Medidata Solutions – NY

### AI- and Data-Analytics Clinical Trials Platform (Life/Medical Sciences)

Led UX and Design Strategy for adverse-reaction predictability/monitoring and clinician collaboration—migrating teams from portal-style, Excel/Word workflows to an AI-assisted platform with automated insights and shareable dashboards.

- **Impact:** Replaced Excel/Word AE workflows with an AI-assisted platform—faster signal detection, clearer triage, tighter cross-site coordination; support tickets fell on data-heavy screens after IA/navigation fixes (tracked in Pendo Analytics and Customer Success Manager feedback loops).
- **AE Predictability & Monitoring:** Designed end-to-end UX for risk scoring, alert thresholds, triage queues, and escalation—human-in-the-loop actions (acknowledge/defer/dismiss/escalate) with audit trails so safety boards trust decisions.
- **Automated Insights & Explainability:** Shipped patterns for model confidence and contributing factors; reduced false-positive noise by making ‘why this alert’ obvious and reviewable.
- **Clinician Data Hub (Imaging/Labs/Exams):** Built a shareable dashboard aggregating exam notes, CT/MRI/X-ray, and bloodwork alongside study context; packaged case bundles clinicians can hand off during a trial.
- **IA & Workflow:** Re-mapped navigation to study → subject → event timeline; streamlined filters and longitudinal views so users jump from alert to evidence in fewer clicks.
- **Discovery & Validation:** Led clinician and study-coordinator interviews and usability tests; synthesized findings with analytics (e.g., Pendo) into backlog-ready user stories and acceptance criteria; ran rapid prototyping sprints to de-risk releases.
- **Design Delivery & Handoff:** Designed end-to-end workflows and produced clickable high-fidelity prototypes/mockups (behaviors, states, edge cases) for developer handoff and QA.
- **Low-Fi Alignment (Discovery/Design):** Created low-fidelity wires and user-flow diagrams to align PM/Eng/Regulatory, de-risk scope, and accelerate sprint planning.
- **Release Alignment & Compliance (Build/QA):** Partnered with PM/Eng/Regulatory to scope for sprint cadence and compliance constraints; documented states/edge cases, provided engineer-ready specs, and supported QA through release.
- **Tools:** Figma, Miro, Zeplin, Pendo, UserTesting.com, Keynote, Lucidchart; Jira/Confluence.

01/2017 to 07/2019

UX Design Team Lead, VP

JPMorgan Chase & Co. – NY

### Tier-2 Commercial Banking for Startups & the Gig Economy (Chase Connect)

Scaled and led a 6–8 person UX org (design + research) while owning commercial onboarding, payments, entitlements, and portfolio views across web and native.

- **Impact:** Took the org from ad-hoc delivery to a repeatable design-ops engine—clear rituals, engineer-ready handoffs, and QA checkpoints that reduced rework and improved predictability across releases.
- **Org Building & Culture:** Hired and leveled designers/researchers; instituted weekly crits, design reviews, and “ship/hold” gates; set quality bars for states/edge cases and created a shared spec template PM/Eng adopted.
- **Design-Ops & Handoffs:** Defined the handoff contract (flows, interaction rules, acceptance criteria, data-grid behaviors, tracking plans, accessibility notes); partnered with Eng leads on pre-merge design QA and punch-list closeout.
- **Platform Ownership:** Led UX for the Tier-2 commercial platform—money movement, payments, portfolio/positions, and multi-user entitlements—balancing transaction density with clarity in complex data grids.
- **0→1 Startup Onboarding:** Designed a quick, guided onboarding for new startup/gig businesses (entity verification, KYC/AML, account selection, entitlement setup) across desktop, responsive web, and native.
- **IA & Navigation:** Re-mapped information architecture for Chase Connect; simplified cross-surface navigation and filtering to shorten key tasks and reduce support friction for commercial clients.
- **Discovery & Stakeholder Alignment:** Ran client interviews, card sorts, and affinity mapping; turned findings into prioritized journeys and backlog-ready stories aligned with compliance and scalability needs.
- **Team Coaching:** Paired seniors with juniors on flows and specs; created playbooks for payments patterns, approvals, and error/empty/loading states to speed onboarding of new team members.
- **Cross-Functional Governance:** Co-ran triage with PM/Eng/Compliance; mediated feasibility vs. experience trade-offs and protected guardrails for accessibility and auditability.
- **Tools:** Figma, Creative Cloud, InVision, Google Docs; Jira/Confluence for planning and traceability.

Professional History (continued)

04/2016 to 01/2017Senior Product Designer & Frontend EngineerMarketAxess – NY

B2B Fixed-Income Electronic Trading Platform (Corporate Bonds)

Hybrid UX/Design Engineering role for a new design-system-based release; designed trader workflows and built coded prototypes.

- **Impact:** Clarified dense trading interactions to reduce friction from RFQ to post-trade and improve confidence in new flows.
- **New Platform & Design System:** Led end-to-end UX for the modernized release, standing up a reusable component system and interaction patterns aligned to trading use cases.
- **Trader Workflows:** Owned flows from quote creation/RFQ through execution and post-trade review/allocation; added dashboards for monitoring active and potential trades.
- **Field Research:** Conducted broker/trader ride-alongs and desk observation to surface behavioral friction and error-prone steps in both platforms.
- **Flows & Specs:** Converted findings into detailed user flows, high-fidelity interaction designs, and spec-ready documentation for PM/Eng.
- **Interactive Prototyping:** Built HTML5/CSS3/AngularJS prototypes for usability sessions and feasibility checks to de-risk implementation and accelerate buy-in.
- **Stakeholder Alignment:** Presented high-fidelity concepts and prototype walkthroughs to executive leadership; partnered with PM/Eng/CS to prioritize roadmap enhancements.
- **Tools:** Figma; HTML5, CSS3, AngularJS; rapid prototyping, user research, interaction design.

07/2015 to 04/2016Senior Product Designer & Frontend EngineerE\*TRADE – NY

B2C Digital Trading Platform

Hybrid UX/Design Engineering role building coded, clickable prototypes with UX Researchers for broker and client testing.

- **Impact:** Launched next-gen Trade & Sell and design-system components with strong adoption by product teams and improved client satisfaction scores, supported by research sessions and stakeholder feedback.
- **Design System:** Member of the design system team for E\*TRADE’s next-gen platform release. Designed components and page templates in Sketch and implemented them as Angular (HTML5/CSS3) prototypes for validation with researchers, brokers, and retail clients.
- **Product & Research:** Partnered with Product Managers, Business Analysts, and UX Researchers to shape requirements; translated insights into user flows, wireframes, and interactive prototypes including edge cases and error states.
- **Interactive Prototyping:** Engineered HTML5/CSS3/AngularJS prototypes for moderated and unmoderated sessions to de-risk implementation and accelerate buy-in.
- **Accessibility & Usability:** Tested components and dashboards for usability, intuitiveness, and WCAG/ADA compatibility across broker and client experiences; fed issues back into the system backlog for remediation.
- **Testing & Synthesis:** Co-designed test plans with researchers; synthesized session findings into backlog-ready user stories and acceptance criteria.
- **Agile Delivery & Handoff:** Worked in sprints with Engineering to align design intent with technical constraints and ensure smooth developer handoff.
- **Tools:** Sketch, HTML5, CSS3, Sass, AngularJS, VS Code, Git/GitHub, SSH.

Academics

12/2019Strategic Design Leadership ProgramJPMorgan Chase – NY

JPMorgan Chase and Harvard led Executive Leadership Training Program (6 Months)

Selected as VP-level Product Design Lead for a competitive leadership track focused on executive design management, team building, emotional intelligence, global leadership, executive communication, negotiation, and conflict resolution.

09/2014UX & Product Design ImmersiveGeneral Assembly – NY

User Experience Design & Research Mastery Immersive Program (6 Months)

Transitioned from visual/front-end into product design with an end-to-end UX process (discovery to delivery).  
**Core skills:** user research, wireframing, prototyping, UI design, usability testing; produced coded prototypes for validation.

09/1993 to 06/1994Journalism & Theatre ArtsStony Brook University – NY

Built a foundation in narrative craft, critical thinking, and clear communication

Focused on creative writing, journalism, psychology, and English literature, with additional coursework in philosophy and analytics. I was pursuing a writing career at the time, developing deep storytelling, critical analysis, and communication skills that have remained core to my work. **GPA** 3.32.

09/1991 to 06/1993General StudiesBorough of Manhattan Community College – NY

National Latino Honors Student Scholarship Recipient

Honors transfer-track with core studies in math, science, and English; awarded a full academic scholarship for National Honors Latino students. **GPA** 4.0.