



Juan Manuel Cornejo

Product Designer

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About Me

I'm a product designer with over 20 years of experience designing digital products for web, mobile, and desktop. My work focuses on solving complex problems through user-centered design, with deep experience in SaaS, B2B platforms, and mission-driven technologies.

I've led product design across multiple sectors, from industrial automation to ML-powered legal tools, and specialize in creating intuitive, accessible interfaces. My strengths include user research, prototyping, cross-functional collaboration, and system thinking.

I'm passionate about meaningful work and thrive in teams where design plays a central role in solving real-world challenges.

Experience

LEAD PRODUCT DESIGNER – HURIDOCs | OCT 2021 – PRESENT · REMOTE

- Led the full redesign of Uwazi, a human rights documentation platform used by 150+ global organizations
- Designed ML interfaces to help non-technical users extract legal data, streamlining document workflows
- Designed a tamper-proof browser extension for legal evidence collection
- Built a scalable design system to reduce front-end dev time
- Collaborated with engineers, researchers, and legal experts using agile and user testing

SENIOR PRODUCT DESIGNER – LUMENTALTA (FORMERLY CLEVERTECH) | JAN 2018 – OCT 2021 · REMOTE

- Designed complex software for Fortune 500 clients across fintech, healthcare, and logistics
- Led UX/UI for industrial railcar system at Katoen Natie, digitizing manual workflows
- Created cross-platform apps for web, mobile, and desktop

- Designed marketing websites for partner products, improving clarity and conversion
- Worked in agile teams, translating business requirements into user-centered solutions

SENIOR EXPERIENCE DESIGNER – THOUGHTWORKS | MAR 2016 – DEC 2017 · ECUADOR, BRAZIL, CHILE

- Led UX for digital transformation in retail, banking, and airline sectors
- Conducted workshops and research to improve customer and internal experiences
- Facilitated inception, sprints, and discovery sessions with cross-functional teams
- Established research practices and mentored client teams in design thinking

FREELANCE PRODUCT DESIGNER | 2013 – 2016 · ECUADOR & REMOTE (FRANCE, UK, SPAIN, USA, MEXICO)

- Provided end-to-end design services — from brand identity to front-end development — for international clients across industries
- Designed and built responsive websites and prototypes using HTML, CSS, and JavaScript
- Managed multi-time-zone projects and maintained long-term client relationships
- Delivered tailored UX solutions for nonprofits, startups, and creative studios

PRODUCT DESIGNER – AZENDOO | 2011 – 2013 · FRANCE

- Led a full redesign and rebrand of the app
- Researched and designed new features based on a rapidly evolving market
- Established lean research practices and design decisions documentation processes

Education

HCI Research Certificate – Université de Bordeaux, France (2011–2012)

Sound Engineering – SAE Institute, Madrid (2002–2005)

Linguistics – Universidad Católica, Quito (2002)

Skills

Design: Product Design, UX Research, Design Systems, Prototyping, Information Architecture

Technical: Figma, Adobe Creative Suite, HTML/CSS, JavaScript, React (basic)

Specialties: B2B/Enterprise Software, Industrial Applications, AI/ML Interfaces, Human Rights Technology

Process: Design Thinking, Agile/Scrum, User Testing, Workshop Facilitation

Languages

 Spanish (Native) |  French (Fluent) |  English (Fluent) |  Portuguese (Conversational)