PORTFOLIO   SOCIAL MEDIA   EMAIL   PHONE   LOCATION

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Jorge Rafael Rivera | Senior UX / Product Designer (SaaS)

Senior UX / Product Designer with 6+ years of experience designing SaaS and web products in startup and scale-up environments. Strong background working closely with product and engineering teams, transforming ambiguous requirements into clear, usable and development-ready solutions.

Experienced in design systems, Figma, agile environments and AI-assisted design workflows. Comfortable owning the end-to-end design process, from problem definition to delivery.

EXPERIENCE

Finaipro Technologies — UX/UI Designer — Fintech

Feb 2024 – Feb 2026 / Remote / Full time

- Act as the sole designer working closely with product, data science, backend and frontend teams.
- Design and evolve a complex AI-driven financial SaaS product focused on data visualization and decision-making.
- Translate undefined or complex requirements into clear user flows, wireframes and high-fidelity prototypes.
- Build and maintain design systems and component libraries aligned with development needs.
- Deliver design solutions ready for development using Figma and agile methodologies.
- Collaborate under Scrum, participating in dailies, planning and refinement sessions.

Jorge Rivera Design — Consultant

Aug 2023 – Present / Remote

- Provide UX and product design consulting for SaaS and web-based products.
- Work directly with founders and stakeholders to define product requirements and user flows.
- Design web and mobile experiences focused on usability, clarity and scalability.
- Apply design systems and structured processes to accelerate delivery.
- Integrate AI tools as part of the design process to improve efficiency and decision-making.

Cidenet S.A.S. — UX/UI Designer — B2B
Aug 2023 – (8 months)

Worked as part of an agile team across multiple products:

- Neumomed (Health SaaS): Designed patient-focused web application flows for holistic and homeopathic treatments.
- Arkus Nexus: Created web design proposals based on analytics, usability and interaction data.
- Mi Tiim (HR SaaS MVP): Designed UX/UI improvements for an HR platform focused on KPI generation and internal management.Neumomed (Health SaaS): Designed patient-focused web application flows for holistic and homeopathic treatments.
- Arkus Nexus: Created web design proposals based on analytics, usability and interaction data.
- Mi Tiim (HR SaaS MVP): Designed UX/UI improvements for an HR platform focused on KPI generation and internal management.

Collaborated closely with product, engineering and marketing team.

Fluid Attacks — UX/UI Designer — SaaS
Dec 2019 – Dec 2022 | Remote

- First designer at the company, covering UX/UI, web and brand design.
- Designed and launched the company's first SaaS product interfaces.
- Created the first design system and component library.
- Designed corporate website, landing pages and marketing assets.
- Conducted user research with stakeholders and customers.
- Produced high-fidelity prototypes and conducted usability testing.
- Established design thinking practices within the organization.

SKILLS

Product & UX
- UX Strategy & Product Thinking
- User Flows & Information Architecture
- Web & Mobile Design
- SaaS Design
- Design Systems & Component Libraries
- Agile / Scrum Collaboration
- Usability & Accessibility

Research
- Stakeholder & User Interviews
- Qualitative Research
- Usability Testing
- Journey Mapping

Tools
- Figma
- Maze, Miro, Zeplin
- Google Analytics, Hotjar
- ChatGPT / AI-assisted design
- Claude
- Wordpress, Webflow, Framer
- Trello, Azure DevOps, Jira

EDUCATION & CERTIFICATIONS

ADP List – AI First Designer School
Dec 2025 – Currently

Financial Markets – Yale University
Dec 2025 – Currently

UX/UI Design – Interaction Design Foundation

Design Ops – Linkedin Learning

Agile UX Design & Research – Linkedin Learning

HCI – Interaction Design Foundation

UX Research 101 – Domestika

UX/UI Essential Training – Udemy

Bachelor in Image & Sound Design – Universidad de Palermo

Explore all certifications

LANGUAGES

Spanish: Native

English: B2+ Upper Intermediate

REFERENCES

René Arturo de Oro, Project Manager at Finaipro Technologies S.A.S.
rene.deoro@finaipro.com

Jonathan Chamizo, CEO at Adsoft Company
jonathanchamizo@adsoft.company

Juan Diego Echeverry, COO at Cidenet
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