

# Jorge Rafael Rivera

## Senior UX / Product Designer · SaaS & Fintech

### PORTFOLIO

[www.jorgerivera.design](http://www.jorgerivera.design)

### LINKEDIN

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## SUMMARY

Senior UX / Product Designer with 6+ years delivering measurable outcomes for Fintech and B2B SaaS products — from user research and discovery to production-ready handoff. Proven record of embedding in agile cross-functional pods, translating complex user insights into scalable experiences, and shipping design systems adopted by engineering teams. **Grew customer satisfaction from 56% to 66% NPS** at a cybersecurity SaaS. Maintained 100% sprint completion rate over 2 years at a Fintech AI platform. Fluent in AI-assisted design workflows, rapid prototyping, and large-scale design system delivery.

## EXPERIENCE

### Senior UX / Product Designer · Finaipro Technologies — Fintech

Feb 2024 – Feb 2026

Remote · Full-time · Sole designer embedded in a cross-functional product team

- Delivered 100% of design tasks on time across 24 consecutive sprints — zero blocked User Stories, zero carryovers — enabling engineering to ship every feature on schedule.
- Designed the full UX of an AI-driven financial prediction SaaS (30/60-day market forecasting) for corporate banking analysts — transforming complex data models into interfaces that increased internal platform adoption.
- Built a scalable Figma design system and component library adopted by the full engineering team, cutting handoff ambiguity to zero and accelerating dev velocity sprint over sprint.
- Owned the entire design surface: product app, corporate website, and brand refresh — delivering a unified visual system that strengthened credibility with banks, investors, and strategic partners.
- Used ChatGPT and Claude to decode complex financial domain concepts — enabling faster, more informed design decisions without dependency on external specialists.
- Documented every major design decision with UX rationale — maintained design advocacy when stakeholders pushed for non-data-driven directions, protecting product integrity.
- Served as the UX alignment layer across product, data science, engineering, and leadership — translating competing priorities into clear, actionable design direction.
- Earned consistently positive peer reviews and performance assessments across all evaluation cycles — verified by LinkedIn recommendations from engineers, PMs, and stakeholders.

### UX / Product Design Consultant · Jorge Rivera Design

Aug 2023 – Present

Remote · Independent · Clients in US, Colombia, Panama, and Latin America

- Designed MVPs and product experiences for B2B SaaS and web clients — working directly with founders and CTOs to go from ambiguous requirements to testable prototypes at speed.
- Delivered brand systems, web design, and UX/UI for clients including Aztia (Eurofins), Adsoft, and TQ Tecno Químicas — spanning Fintech, pharma, and industrial verticals.
- Applied AI-assisted design workflows to cut research synthesis and prototyping time, enabling faster stakeholder validation cycles.

Remote · Full-time · Multi-product agile environment (8 months)

- Designed patient-facing web application flows for holistic and homeopathic treatment journeys. Neumomed (Health SaaS)
- Created UX/UI proposals grounded in analytics, usability research, and interaction data (Arkus Nexus)
- Delivered UX/UI improvements for an internal KPI management platform, improving task clarity for HR teams. Mi Tiim (HR SaaS MVP)
- Collaborated daily with product, engineering, and marketing stakeholders across concurrent product tracks.

UX / UI Designer · Fluid Attacks — Cybersecurity SaaS

Dec 2019 – Dec 2022

Remote · Full-time · First and sole designer · 3 years

- Grew customer satisfaction (NPS) from 56% to 66% in 2 years — outcome of a full product redesign driven by structured user research and iterative delivery.
- Ran a 4-week qualitative research sprint that uncovered 6 critical usability failures — session timeouts, broken IA, visual inconsistency — and translated findings directly into the product roadmap.
- Founded the design function from scratch: built the company's first atomic design system, eliminating visual inconsistency across all product surfaces and enabling faster engineering delivery.
- Reduced support ticket volume and detractor count by simplifying core user flows and rebuilding the information architecture around actual user mental models.
- Conducted end-to-end UX research — stakeholder interviews, usability testing, journey mapping, surveys — and introduced design thinking practices in an engineering-dominant culture.
- Designed corporate website, landing pages, and marketing assets alongside the product — owning the full brand-to-product design scope as sole designer for 3 years.

## SKILLS

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- **Product & UX:** UX Strategy, Product Thinking, User Flows, Information Architecture, SaaS Design, Data-heavy UI, Design Systems, Agile / Scrum
- **Research:** Stakeholder & User Interviews, Usability Testing, Qualitative Research, Journey Mapping
- **Tools:** Figma, Maze, Miro, Zeplin, Hotjar, Google Analytics, ChatGPT / Claude (AI-assisted design), Webflow, Framer, Jira, Azure DevOps

## LANGUAGES

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Spanish: Native / English: Professional working proficiency

## EDUCATION & CERTIFICATIONS

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<b>AI First Designer School</b>	ADPList · Dec 2025 – Present
<b>UX/UI Design</b>	Interaction Design Foundation
<b>Design Ops</b>	Linkedin Learning
<b>Agile UX Design &amp; Research</b>	Linkedin Learning
<b>HCI</b>	Interaction Design Foundation
<b>UX Research 101</b>	Domestika
<b>Brand Strategy: define user experience</b>	Domestika
<b>Learn Figma - UX/UI Essential Training</b>	Udemy
<b>Bachelor Degree in Image &amp; Sound Design</b>	Universidad de Palermo
<b>Art Direction &amp; Design Leadership</b>	Awwwards

[Explore all certifications](#)

## REFERENCES

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<b>René Arturo de Oro, Product Owner at Finaipro Technologies S.A.S.</b>	rene.deoro@finaipro.com
<b>Bryan Zapata, CEO at Aztia</b>	bzapata@aztia.co
<b>Juan Diego Echeverry, COO at Cidenet</b>	jecheverry@cidenet.com.co
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