

Jonathan Beltrán

SENIOR PRODUCT DESIGNER



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ABOUT ME

Senior Product Designer (Ex-Front-End Developer) with 10+ years of experience building user-centered digital products. I lead strategically, mentor teams, and foster collaboration, while also stepping into tactical work when needed.

I focus on solving complex problems with clear, measurable outcomes, turning research insights into intuitive solutions that meet both user needs and business goals. An infinite learner, I stay driven by curiosity, exploration, and a love for growth, in work and in life.

EXPERIENCE

Senior Product Designer | Vendoo (YC W22)

OCT 2021 - PRESENT

- Lead end-to-end design cycles on core features of the product increasing overall user engagement and retention.
- Collaborate closely with Product Managers, Engineers, and Marketing teams to define product strategy, align on goals, and ensure a seamless user experience across web and mobile platforms.
- Led the design of the mobile app improving item creation speed by 5x.
- Created the UX metrics process to monitor and improve released features over time.
- Built from scratch the mobile app and web design systems to improve consistency, on all features, increase efficiency during design & development, and easily scale the design team.
- Conduct user research, usability tests and stakeholder interviews to identify problems and opportunities for improvement, ensuring that all solutions meet the user needs and business objectives.
- Improved the onboarding flow increasing the conversion rate by 2X.

Senior UI/UX Designer | FullStack Labs

DEC 2019 - OCT 2021

- Led end-to-end design cycles for diverse projects in health, tech, and real estate sectors.
- Conducted in-depth research to identify user needs and product challenges, ensuring efficient solutions.
- Collaborated with cross-functional teams to deliver designs that enhanced user experience and satisfaction.

Product Builder | Freelancer

MAR 2016 - DEC 2019

- Designed and developed user-centric websites and mobile applications for diverse local clients.
- Collaborated with teams and worked independently to deliver projects in retail, tourism, and more.
- Utilized skills in UX/UI design and front-end development to drive project success and client engagement.

Senior UI/UX Designer | Make It Real

JUN 2015 - MAR 2016

- Improved overall UX and successfully added gamification to the courses increasing retention.

Front End Developer & UI/UX Designer | Backbone Technology

OCT 2013 - JAN 2015

Mostly did front-end work and some UI and UX work during the last year there. Built several restaurants and e-commerce websites. I used to excel at CSS, HTML and jQuery.

For earlier work experiences as a web designer & front end developer please refer to my LinkedIn Profile.

SKILLS & EXPERTISE

- Product Strategy
- Leadership and Mentorship
- Product Design
- UX Research
- Complex Problem-Solving
- Cross-Functional Collaboration
- Adaptability

COURSES & CERTIFICATIONS

Analytics and User Experience | Nielsen Norman Group (NN/g)

AUG 2025

Discovery: Building The Right Thing | Nielsen Norman Group (NN/g)

OCT 2024

Proficient English (8.0 C1) | IELTS Academic

OCT 2023

All Courses Available | Interaction Design Foundation (IxDF)

MAR 2022 - FEB 2024

UX Design Specialization | Google

DEC 2021

Coding Bootcamp | Make It Real

MAY 2015