

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 strong cross-functional collaboration, while also jumping into the details when needed.

I specialize in turning complex problems into clear, measurable outcomes, translating research and data into intuitive solutions that balance user needs with business goals. I'm also actively integrating AI workflows into my day-to-day—speeding up discovery, synthesis, and prototyping so I can iterate faster and stay closer to the problem.

A lifelong learner, I'm 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 and improved the onboarding flow increasing the conversion rate by 2X.
- Created the UX metrics process to monitor and improve released features over time.
- Built from scratch the mobile app and web design system 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.

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

AI assisted workflows

Complex Problem-Solving

Adaptability

Cross-Functional Collaboration

COURSES & CERTIFICATIONS

Analytics and User Experience (2025) | Nielsen Norman Group (NN/g)

Discovery: Building The Right Thing (2024) | Nielsen Norman Group (NN/g)

Proficient English (8.0 C1) (2023) | IELTS Academic

All Courses Available (2022) | Interaction Design Foundation (IxDF)

UX Design Specialization (2021) | Google

Coding Bootcamp (2015) | Make It Real