Omar Tavarez

Lead Product Designer | Principal / Founding Designer | Design Systems | AI + Workflow Products

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SUMMARY

Product design leader with 10+ years across B2B/B2C SaaS, fintech, APIs, CMS, and enterprise workflows (web + iOS). Known for owning end-to-end product strategy and execution, building scalable design systems, and shipping high-impact platforms that improve operational efficiency, adoption, and **drive revenue growth at scale**. Hands-on leader with strong visual craft, systems thinking, and cross-functional influence.

LEADERSHIP & IMPACT

- Design function owner for 0→1 and scaled products across fintech and healthcare SaaS
- Led design systems adoption across product and engineering teams
- Partnered with founders, CEOs, and exec stakeholders on roadmap and strategy
- Hired, mentored, and set standards for senior designers

SKILLS

Product Design, UX/UI, Design Systems, Figma, Prototyping, User Research, Usability Testing, AI Product Design, LLM Workflows, SaaS, B2B, APIs, Roadmapping, Stakeholder Management, Workshops, Agile, Webflow

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EXPERIENCE

WISDOM — New York, NY (Remote)

Product Design Lead / Principal Product Designer (Founding) | AI + Workflow Products | Feb 2023–Present

- Owned end-to-end design across product, marketing, and brand as the **sole design lead**, partnering with Product, Engineering, and Leadership to define roadmap, priorities, and delivery.
- Led user research (interviews, workflow mapping, validation) and **made tradeoff decisions** balancing user needs, technical constraints, and business goals.
- Designed **Posting Assistant**, an LLM-powered workflow parsing EOBs/payment documents, **reducing manual posting time ~40%**, lowering error rates, and enabling higher claim volume without additional headcount.
- Designed **Insurance Verification**, automating pre-visit workflows to reduce ops load and improve readiness; **positioned as a standalone product** projected to drive **~50% profit margins**.
- Designed **Management Portal**, migrating **12+ ops workflows** from spreadsheets into a centralized hub for reporting, dashboards, and AI insights, **cutting reporting time from hours to minutes** and reducing churn risk.
- Designed **Task Management**, enabling end-to-end collaboration between revenue specialists and dental offices.

- Created the **Wisdom Design System**, increasing design consistency, delivery velocity, and overall product quality.

SIMPLERO — Brooklyn, NY (Remote)

Lead Product Designer | Apr 2023–Dec 2023

- Owned design vision and delivery for major platform initiatives in a lean org; partnered directly with the CEO.
- Solely designed Page Builder 2.0 and a new Shopping Cart experience—high-demand features that supported retention and returning customer growth. This decreased friction for checkouts and increased sales for all our users by 9%.
- Led discovery and user interviews; translated ambiguous needs into shippable requirements and flows.

PLASTIQ — San Francisco, CA (Remote)

Product Design Lead | Apr 2021–Apr 2023

- Sole designer for Plastiq Connect, a PCI-compliant API payments product + embeddable widget; helped land Billfire, Brex, and PayGround pre-launch.
- Contributed to post-launch growth supporting $20M+ monthly payment volume.
- Co-founded and led Athena 2.0 Design System, improving design/engineering efficiency and consistency at scale.
- Managed and mentored a team of 3 senior designers, setting design standards, review practices, and delivery cadence.
- Led cross-functional workshops and professional development sessions to strengthen craft and execution.

DISNEY — Bristol, CT

Senior User Experience Designer | Aug 2019–Apr 2021

- Unified Hulu, FX, NatGeo, ABC, and Disney into a single Ad Sales platform (AdVisor), enabling hundreds of millions of dollars in ad bookings through the application.
- Audited complex datasets and standardized taxonomy/workflows; mentored 2 senior designers through platform unification.
- Designed the Critical Communication Tool (CCT) improving support routing; scaled to 1,600+ users and 200,000+ emails since March 2020.
- Contributed patterns and UI foundations to Disney's Adapt Design System (Direct-to-Consumer).

GONATION — Milford, CT

Senior User Experience Designer | Jan 2019–Present

- Sole designer partnering with founders across core platform (B2B/B2C) experiences, CMS, and LiveAPI ordering flows for SMBs.
- Designed and launched iOS app "The Woods" with geolocation capability designed for low/no service environments.

- Designed Restaurant Shift, applying ML matching concepts for restaurant hiring workflows.
- Mentored junior developers and marketing teams to improve collaboration and output quality.

EARLIER EXPERIENCE

Meredith / Time Inc. (Synapse) — Web Designer • Pyle Audio — Product Designer • Park Media Graphics — Graphic Designer • City of New Haven — Graphic Designer • CD Universe — Web Designer • Design & Print LLC — Web Designer • Designed by Omar — Freelance (Product/Web/Graphic)

EDUCATION

New York University — Digital Communications (Web & Mobile Design), Advertising | 2014–2015

Gateway Community College — Digital Communications (Web & Mobile Design) | 2012–2013

COMMUNITY

Volunteer design support: New Haven Youth Services, L.E.A.P., Aspira Program, Carrie Brazer Center for Autism