

Omar Tavarez



Principal Product Designer | 0→1 B2B SaaS, Enterprise Platforms, AI Workflows, Design Systems
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SUMMARY

Founding-level product designer with 10+ years building 0→1 and growth-stage products across AI, fintech, healthcare SaaS, and enterprise workflows. I turn complex operations into scalable products, leading strategy, UX, systems, and execution from concept to launch.

TARGET ROLE

Founding Product Designer | Staff Product Designer | Principal Product Designer | Lead Product Designer

SELECTED IMPACT

- ~40% reduction in manual posting time through LLM-assisted workflow design
- Replaced 200+ spreadsheets and supported scale from 260 to 900+ offices
- Drove adoption to 1,600+ users and 150 daily users for Disney's Critical Communication Tool; powering 200,000+ emails and communications for 250 critical incidents
- Contributed to workflows tied to millions in bookings and \$20M+ monthly payment volume

CORE EXPERTISE

0→1 Product Design • AI Product Design • LLM Workflows • Workflow Automation • B2B SaaS • Enterprise SaaS • Design Systems • Product Strategy • UX Architecture • Prototyping • User Research • Cross-Functional Leadership • Fintech • Healthcare SaaS • Compliance-Aware Product Design • APIs • Growth-Stage Startups

EXPERIENCE

WISDOM — New York, NY (Remote)

Principal Product Designer (Founding) | Feb 2024–Present

Sole design lead for an AI-powered dental ops platform, designing Wisdom's full app suite — Posting Assistant, Insurance Verification, Reporting, and Management Portal — **reducing manual posting time by ~40%**, replacing 200+ spreadsheets, and **helping scale operations from 260 to 900+ offices**.

SIMPLERO — Brooklyn, NY (Remote)

Lead Product Designer | Apr 2023–Dec 2023

Led end-to-end design for major founder-led SaaS initiatives including Page Builder 2.0 and Shopping Cart redesigns, improving usability and reducing checkout friction to help drive a 9% increase in sales.

PLASTIQ — San Francisco, CA (Remote)

Product Design Lead | Apr 2021–Apr 2023

Sole designer for PlastiQ Connect, a PCI-compliant embedded payments product, leading 0→1 design that helped win Billfire, Brex, and PayGround and **support \$20M+ in MRR**.

DISNEY — Bristol, CT

Senior User Experience Designer | Aug 2019–Apr 2021

Designed enterprise workflow and communication tools across Disney media brands, helping unify ad sales operations supporting hundreds of millions in bookings and building internal tooling adopted by **1,600+ users across 200,000+ emails**.

GoNation — Milford, CT

Senior User Experience Designer | Jan 2019–Aug 2019

Sole designer across hospitality SaaS, CMS, ordering, and mobile products in a founder-led environment, shipping B2B and consumer experiences for restaurant and SMB workflows.

EARLIER EXPERIENCE

Meredith / Time Inc. (Synapse), Pyle Audio, Park Media Graphics, City of New Haven, CD Universe, Design & Print LLC,
Designed by Omar (Freelance)

EDUCATION

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

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