Gerardo Viteri

Senior Product Designer · Staff Product Designer · AI Product Builder

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SUMMARY

Senior Product Designer with **15 years building digital products, 9 in UX and product design**, mostly B2B SaaS for international teams in automotive, consumer credit, education, e-commerce and construction. Has led design teams and owned end-to-end product design for companies in the US, Australia and Colombia, driving decisions with usage data, usability metrics and user research.

Builds products with AI from both sides: as a product manager, turning stakeholder and user input into working prototypes; as an AI product builder, turning product requirements into shipped solutions. Skilled in information architecture, design systems and accessibility (WCAG). Certified PSPO I & II and International UX-PM; English C1.

SELECTED ACHIEVEMENTS

- **Led the redesign of the dealer platform**; Customer Success reported ~50% lower churn than legacy. Usability KPIs defined afterward raised task completion by 30%.
- **Merged two consumer credit platforms into one** for 450,000+ end users and around 20,000 internal users, cutting training effort by 50% and iteration cycles by 30%.
- **Grew from Senior Product Designer to Head of Product Design to Product Manager** at Vettx in three years; led design teams for US and Colombian companies.
- **Built an internal delivery platform with AI estimation** that took a 16-person team from 69% to 98% sprint delivery; shipped 3 independent products solo, from user research to production.

PROFESSIONAL EXPERIENCE

Vettx · United States · Remote

Product Manager | Experience Manager · Mar 2026 – Nov 2026

- Prioritized the product roadmap with the Product Owner and co-owned the Jira backlog, keeping it refined and ready for delivery.
- Turned Customer Success feedback, Product Owner input and Userpilot Net Promoter Score (NPS) surveys into prioritized requirements and validated solutions.
- Owned usability and design consistency across the web platform, Chrome extensions and desktop app through a shared Figma design system.
- Took ownership of delivery for a 16-person product and engineering team to fix inconsistent releases to production.
- Designed and built Vettx Hub, an internal delivery platform with large language model (LLM) story-point estimation, raising sprint commitment delivery from 69% to 98% on average and replacing a paid scrum-poker tool.

Head of Product Design · Jul 2024 – Mar 2026

- Owned product design for a platform used by 270+ US dealerships to buy vehicles from private sellers, leading a team of two designers.
- Partnered with Sales and Customer Success to define the product design strategy and a design roadmap prioritized by retention and revenue impact.
- Defined usability KPIs in Microsoft Clarity and Userpilot, raising task completion rates by 30%.
- Led the team's adoption of AI tools, prototyping in code with Claude Code, VS Code and Vercel to speed up stakeholder approval, iteration and releases.

Senior Product Designer · Apr 2023 – Jul 2024

- Led the end-to-end redesign of the dealer platform in Figma (V6, launched Q4 2023), resolving 80% of the feedback backlog; Customer Success then reported nearly 50% lower churn than V5.
- Built the product's design system in Figma, reducing design-to-development handoff time.

- Set up Microsoft Clarity session recordings and heatmaps to monitor task efficiency and catch usability issues early.

Velaio · United States · Remote · Client: Promigas (Brilla)

Senior Product Designer · Jan 2022 – May 2023

- Led the product design strategy to merge two consumer credit platforms into one during a corporate restructuring, serving +450,000 end users and around 20,000 internal users.
- Owned end-to-end product design of the merged platform from discovery to release, defining the design roadmap and balancing user needs with business goals; cut training effort by 50% and iteration cycles by 30%.
- Grounded design decisions in research: 30+ hours of interviews with sales reps, end customers, regional managers and board members, synthesized in Miro, plus Datadog usage data to simplify role-specific workflows.
- Built a unified design system in Figma aligned with technical constraints, leading a team of three designers and coordinating external design resources.

Aquinas Network · United States · Remote

Senior UX Designer (Contract) · Jul 2021 – Jan 2022

- Owned the user experience across the company's product portfolio: learning management system (LMS) platforms, digital libraries, administrative systems and student self-service portals.
- Unified interaction patterns and visual consistency across CMVC, The Salty, American Healthcare Institute and Gapat Trading through a shared Figma library.
- Led the adoption of usability best practices across the portfolio, introducing heuristic reviews and shared design guidelines so every product was designed and evaluated against the same standards before development.

Mindesigns · Australia · Remote

Senior UX Designer (Contract) · Jan 2021 – Jun 2021

- Designed websites and admin portals for small and mid-size businesses across Australia, including Tensor Works (streaming software), Geonadir (drone mapping), The Finn Group (business brokerage) and Eakins (finance and insurance).
- Audited existing sites to find usability issues, then redesigned interfaces and complex flows such as The Finn Group's broker directory filters and live business listings.
- Designed A/B test variants in Figma for B2B e-commerce purchasing flows and reviewed user behavior in Hotjar, turning results into conversion-focused recommendations for each client.

Loatech · Colombia · Remote

Project Manager & User Experience Designer · Apr 2019 – Jan 2021

- Managed multidisciplinary teams delivering SaaS projects for the construction industry end to end, acting as Scrum Master for stakeholders, developers and designers.
- Gathered requirements and defined custom modules for Constructora Bolívar (document management, housing-unit handover, construction cost analysis) within Loatech's construction-management suite.
- Defined project roadmaps and delivered custom software for Amarilo and other construction and industrial companies, improving delivery efficiency.

UX Designer · Feb 2018 – Apr 2019

- Designed SaaS solutions for the construction industry, including operations management systems and business intelligence tools.
- Standardized design patterns across multiple products and designed mobile and cross-platform workflows.
- Translated stakeholder requirements into user flows, wireframes and prototypes in Figma and Balsamiq.

Earlier experience · Colombia

- **Web Designer**, Natpacking (remote, concurrent with Loatech from 2018) · Sep 2016 – Feb 2019: designed and developed multiple websites for the company's end-user products, enhancing digital presence and customer engagement; responsive, user-friendly interfaces tailored to each product line with strong brand identity.
- **Web Designer**, Viernes Estrategia Audiovisual · Jan 2014 – Sep 2016: designed and developed digital experiences for an audiovisual company serving the agricultural sector, from microsites for multinational corporations to full-

scale websites for emerging agribusinesses; optimized multimedia content for user interaction and accessibility. HTML, CSS, JavaScript, WordPress.
- **Freelance Web Designer** · 2012 – 2014: websites for independent clients; HTML, CSS, JavaScript, WordPress.

Independent projects · Remote · 2020 – 2026

Product Designer & AI Product Builder

- **GoSkir** (2026): job aggregator pulling remote US tech roles from 14 sources into one ranked feed; live in production.
- **CocoApp** (2026): personal finance app; on-device optical character recognition (OCR) reads receipts with zero API calls.
- **KeepMyRide** (2020–2026): car maintenance app designed from user interviews, a survey and usability testing; built end to end in 2026.
- Built with Claude Code, VS Code, GitHub, Supabase and Vercel.

Product Manager (Contract via Loatech) · Client: Universidad Nacional de Colombia, Palmira · Nov 2024 – Jul 2025

- Managed the website redesign for five departments sharing one budget and led product design, restructuring 150+ pages from sitemap to Figma wireframes so every page is reachable within four clicks and meets WCAG.

SKILLS

- **Product design:** end-to-end product design, UX/UI design, user-centered design, interaction design, information architecture, wireframing, prototyping, design systems, accessibility (WCAG)
- **Strategy & leadership:** UX strategy, product strategy, design leadership, product roadmap, business alignment, stakeholder management
- **Research & data:** user research, discovery, user interviews, surveys, usability testing, A/B testing, usability metrics, NPS analysis
- **Product management & delivery:** backlog management, prioritization, Scrum, delivery management
- **AI product building:** AI-assisted prototyping, LLM features with human review, on-device OCR
- **Tools:** Figma, Claude Code, Claude Design, VS Code, GitHub, Supabase, Vercel, Jira, Miro, Balsamiq, Microsoft Clarity, Userpilot, Smartlook, Hotjar, Datadog

CERTIFICATIONS

- Professional Scrum Product Owner I & II (PSPO I, PSPO II) · Scrum.org · 2026
- International UX-PM · UX Alliance · 2024
- UX/UI Design & UX Writing · Coderhouse · 2019–2020

EDUCATION

- Bachelor's degree in Multimedia Design · Academia de Dibujo Profesional · 2011–2015

LANGUAGES

Spanish (native) · English C1