Juan Jesús Bautista Reyes

Product Design Lead | Senior Product Designer | AI, SaaS, Fintech

Portfolio: redesign.mx | Email: ff333br@gmail.com | Location: Mexico | Open to Remote

SUMMARY

Product Design Lead with 8+ years of experience owning and scaling complex digital products across AI, SaaS, and fintech. Proven track record leading end-to-end product design, scaling design systems, and delivering measurable improvements in adoption, usability, and efficiency. Expert in aligning user needs, business goals, and engineering constraints to ship scalable, high-impact solutions.

KEY ACHIEVEMENTS

- Led Flow Builder product design for 3+ years, improving onboarding success and reducing time-to-publish by 40%.
- Scaled Yalo's design system across multiple products, improving consistency and accelerating development.
- Designed AI-powered product experiences that improved customer engagement.
- Launched HDI's first self-service mobile app.
- Led and mentored product designers.

EXPERIENCE

Product Design Lead — Yalo | 2020–Present
- Owned end-to-end design lifecycle of core platform products.
- Led product strategy and UX architecture.
- Scaled and maintained design system.
- Designed AI-powered product experiences.
- Improved workflows and collaboration.

Product Designer — HDI Seguros | 2016–2020
- Launched self-service mobile app.
- Built internal tools for agents.
- Led design team.
- Improved customer experience.

SKILLS

Product Strategy, UX Design, Design Systems, AI Product Design, Leadership, Figma, Research, Agile

EDUCATION

B.S. Computer Systems Engineering — Universidad Tecnológica del Norte de Guanajuato