

JESUS TRUJILLO

Senior Product Designer | Design Engineer | Data Visualization

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PROFESSIONAL SUMMARY

Senior Product Designer and Design Engineer with 7+ years of experience across AI platforms, EdTech, mobility, and B2B products, specialized in making dense data legible. I design and ship data-heavy interfaces end to end: dashboards, reports, and interactive visualizations built in production with React, TypeScript, and Recharts. My work starts upstream of the chart: analyzing raw behavioral and performance data, deciding what matters to each audience, and only then choosing the visualization that makes it readable at a glance. I have built design systems from scratch and implemented them in code, run user research and usability testing, and designed accessible interfaces measured by activation, retention, and conversion.

PROFESSIONAL EXPERIENCE

Supertest | Senior Product Designer & Product Owner | Full-time

EdTech B2C2B platform (ICFES / Saber 11 exam prep) | Sep 2025 - Present

- Own end-to-end product design for two surfaces: a consumer mobile app for students and the admin dashboard schools use to assign practice, run mock exams, and read results, from discovery through shipped code.
- Design and build every data visualization in the product with Recharts: school results dashboards, mock exam reports, competency breakdowns, and student progress views, implemented directly in production rather than handed off as static mockups.
- Run the full path from raw data to interface. Analyze behavioral and performance data in PostHog, then decide what gets surfaced, at what granularity, and in what chart form so teachers and students act on the result instead of parsing it.
- Ship production frontend alongside design (React, TypeScript, Next.js, Tailwind CSS), removing the design-to-dev handoff. Work AI-first with Claude Code, multi-agent workflows for spec writing, implementation, and QA, and Figma MCP wired into the design system pipeline.
- Built and govern supertest-ds, the company design system: component library, design tokens, chart and data-display patterns, and multi-brand theming, generated through a Figma-to-code workflow.
- Redesigned the B2C acquisition funnel into a three-tier model (trial, freemium with daily usage allowance, paid) and designed the freemium and gamification systems, calibrating limits against PostHog behavioral data.
- Own the product roadmap with a cross-functional team of five, writing specs in Linear and running discovery calls directly with schools. Shipped the mobile app to the App Store and Google Play.

Monday Loop | Co-founder & Product Designer, Mobile

Consumer mobile app studio co-founded with the Avvy founders | Jan 2025 - Sep 2025

- Owned full product design for consumer mobile apps built in short sprints, identifying trends and user pain points from social media signals and shipping apps that answered them.
- Integrated AI into the design and build process to move from concept to released app faster in a multi-launch environment.
- Led influencer campaigns as a launch acquisition channel and built user acquisition playbooks for a fitness-focused app, connecting product design decisions to growth outcomes.

Avvy Tech | Creative Lead | Contract

Recruiting firm placing remote LatAm talent | Remote | Aug 2022 - Sep 2025

Owned Avvy's brand and product design and led design on client engagements:

Client: Inferred Mind (AI-powered political intelligence platform) | Mar 2024 - Dec 2024

- Led UX/UI and data visualization for a political intelligence portal and an AI sentiment analysis tool, designing interactive charts, dense time-series plots, and trend dashboards that campaign teams could read under time pressure.
- Designed the visualization layer for model output, including how sentiment, volume, and trend shifts were plotted, and how the interface handled low confidence, sparse data, and live-updating results so uncertainty stayed visible instead of getting flattened into a clean-looking chart.
- Partnered with data science and engineering to define which signals belonged in the interface and which in the export, balancing analytical depth against readability for non-technical staff.

Client: Hypermedia (Web3 video platform) | Feb 2023 - Feb 2024

- Redesigned the authentication system (login, registration, recovery), reducing user effort by 34%.
- Built the design system that unified the product and brand visual language across landing page and dashboard, and designed the dashboard experience at the core of the product.

Virtual Emily | Product Designer | Freelance

Virtual assistant staffing company | Dec 2021 - Jan 2023

- Designed the client dashboard at the core of the product (100+ screens across 7 areas and 9 modules on one shared skeleton), where clients manage hired assistants and analyze team productivity through data connected across apps.

- Modernized the brand digital presence, redesigning landing pages and blog, and designed acquisition flows and lead magnets (calculators, application funnels) applying conversion rate optimization principles.

Dash Development SAS | Product Designer | Contract

Software agency serving education, healthcare, security, and mobility clients | Nov 2019 - Jan 2023

Designed and shipped products end to end for multiple clients in a fast-shipping environment, increasing user engagement 10% across the portfolio:

Client: Mobility ADO (National mobility operator, Mexico) | Nov 2019 - Nov 2021

- Designed and built internal operations dashboards with Recharts, visualizing booking, route, and fleet data so non-technical staff could run day-to-day operations in the product instead of exporting spreadsheets. Defined the metrics and chart types that made internal reporting usable rather than exhaustive.
- Digitized the tourist bus rental booking process, replacing a high-friction phone workflow with an in-app experience that cut completion time 50%, and designed the booking flow inside the ADO mobile app within brand guidelines.

Client: Vanana (Employee transport tracking platform) | Nov 2019 - Jan 2023

- Designed the platform companies with staff transportation used to manage rider check-ins, track who boarded, trip duration and drop-offs, and manage routes, for enterprise clients including Walmart and Mercado Libre.

Client: Customer Integrated Solutions (Products for schools, hospitals, and security clients) | Nov 2019 - Jan 2023

- Designed responsive products from mobile web to desktop dashboards, and built prototypes and product presentations used to pitch investors.

Plugg-in | Co-founder & UX/UI Designer

Design agency serving local clients | Jun 2018 - Jul 2019

- Co-founded a design agency, handling UX/UI across projects end to end and maintaining a design system that standardized components across every client product.

CORE SKILLS

Data Visualization: Recharts, dashboard and report design, interactive charts, time-series and dense data plots, KPI and metric definition, drill-down and comparative views, designing for low confidence and sparse data states

Design: Figma (Auto Layout, Variables, Dev Mode), FigJam, design systems, design tokens, prototyping, interaction design, information architecture, responsive and mobile design

Research & Discovery: Customer interviews, problem framing, jobs-to-be-done, usability testing, journey mapping, accessibility (WCAG 2.2 AA)

Engineering: React, TypeScript, Next.js, Tailwind CSS, HTML, CSS, JavaScript, React Native (Expo), Git and pull-request workflows, code review

AI Workflows: Claude Code, agent orchestration, AI-assisted development, Figma MCP, prompt engineering, designing interfaces for AI-assisted and agentic workflows

Product & Analytics: Roadmap ownership, prioritization, PostHog, A/B testing, activation, retention, conversion

EDUCATION & CERTIFICATIONS

Universidad del Norte, B.A. Graphic Design | Barranquilla, Colombia | Feb 2019 - Mar 2023

Uxcel, UX Fundamentals (Nov 2024) | Uxcel, UI Components (Nov 2024)

AWARDS & LANGUAGES

QuillaInnova Award, Winner. Among the nine most innovative companies in the city. Mayor's Office of Barranquilla, Apr 2019

Spanish (native) | English (professional working proficiency)