

# Bernardo Reyes

Senior Product Designer | Design Systems & AI-Augmented Delivery | Remote

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Senior Product Designer with **8+ years** building design systems and product experiences in fintech, insurtech, and B2B SaaS. Pioneered an AI-assisted design-to-engineering pipeline using Claude Code that delivers production-ready components directly to developers, **reducing handoff cycles by 45%**. Proven track record improving conversion rates by 18% and cutting time-to-market by 20% through user-centered design and scalable design system architecture. Currently collaborating daily with European stakeholders on a remote-first team, fully comfortable working across time zones in English.

**Core Expertise: Design Systems Architecture | AI-Augmented Delivery | Fintech & Insurtech UX | B2B SaaS | Conversion Optimization | Remote-first Teams**

## Work experience

### Senior Product Designer — Design Systems & AI-Assisted Delivery

Fitune (SaaS B2B — Fitness studio management) | Sep 2025 – Present | Remote

**Senior designer on a Europe-based remote-first team, leading design decisions and taking ownership of product infrastructure and an AI-assisted design-to-engineering pipeline across time zones.**

- Pioneered a Claude Code prototyping pipeline that generates dev-ready components and delivers them directly to engineering, reducing handoff friction by 45% and eliminating back-and-forth revision cycles.
- Architected the full design system from scratch using Figma Variables, primitive and semantic tokens, and a 3-layer component methodology on a Figma + Tailwind CSS v3 stack — the system now serves as the single source of truth across product and engineering.
- Cut prototype iteration cycles by 40% by integrating AI-assisted component generation into the core design workflow, enabling faster validation with product and stakeholders.
- Lead product design across active feature development cycles — scoping flows, running discovery, and shipping dev-ready components through the AI-assisted pipeline with minimal revision rounds.

**Technologies:** Figma, Figma Variables, Tailwind CSS, Claude Code, Storybook | **Research:** User interviews | **Collaboration:** Product, Engineering.

### Senior Product Designer — Strategy & Operations

Syscap (Fintech — Private debt platform) | Aug 2024 – Aug 2025 | Remote

## Led design strategy for a B2B lending platform serving small and medium enterprises (SMEs) across Mexico.

- Reduced time-to-market by 20% by integrating continuous user research directly into the product cycle of a B2B lending platform serving SMEs across Mexico.
- Cut design rework by 30% by establishing design operations standards and documentation aligned with financial regulatory constraints – including KYC and AML user flows.
- Increased front-end implementation accuracy by 50% by building a Tailwind CSS design system and improving design-to-dev handoff documentation in collaboration with engineering.
- Led cross-functional workshops with product, engineering, and legal teams to define scalable lending flows for business borrowers and institutional lenders, partnering with product leadership on quarterly goals tied to conversion and compliance readiness.

**Technologies:** Figma, Tailwind CSS, Storybook | **Research:** User interviews, usability testing |

**Collaboration:** Product, Engineering, Financial, Legal

## Senior Product Designer – UX & Conversion Optimization

Guros (Insurtech – Insurance experiences) | Jun 2020 – Jul 2024 | Remote

### Scaled insurance products from early-stage startup to market leader in Mexico, owning end-to-end UX across quoting, purchasing, and renewal flows.

- Boosted acquisition conversion rates by 18% through UX redesigns of auto insurance quoting and purchasing flows on mobile and desktop, informed by heatmaps, user interviews, and LogRocket session analysis.
- Increased policy renewals by 15% by identifying and resolving friction points in the renewal flow through a structured user research program including Jobs to Be Done (JTBD) interviews and usability testing.
- Built and maintained a scalable design system in Figma that accelerated UI delivery by 30% and became the shared design-to-engineering reference across a team of 4 designers and 12+ engineers.
- Led end-to-end design of the mobile phone insurance vertical – validating information architecture, mapping cross-platform customer journeys, and ensuring UX consistency across web and mobile.

**Technologies:** Figma, Figma Prototyping, LogRocket | **Research:** JTBD interviews, heatmap analysis, usability testing | **Collaboration:** Product, Engineering, QA.

## UX/UI Designer – E-commerce & Mobile Optimization

Grupo Piguí (Fashion E-commerce) | Jun 2018 – May 2020 | Guadalajara, MX

- Improved mobile conversion rate from 0.7% to 1.2% for NineWest Mexico by redesigning the mobile checkout flow using a mobile-first approach, responding to analytics showing 85%+ of traffic on mobile devices.
- Designed and optimized e-commerce experiences across NineWest, Keds, Caterpillar, and Camper, delivering seasonal campaigns and UI improvements under tight production timelines.

**Technologies:** Sketch App, Magento | **Research:** User interviews, Focus Group, Google Analytics |

**Collaboration:** Product, Engineering, Marketing.

## Skills

- **Design & Prototyping:** Figma, Figma Variables, Design Tokens, Prototyping, High-fidelity mockups, User flows
- **Design Systems:** Design system architecture, Component libraries, Primitive and semantic tokens, 3-layer component methodology, Storybook, Tailwind CSS
- **AI-Augmented Workflow:** Claude Code, AI-assisted component generation, Design-to-engineering pipeline, Production-ready handoff
- **Product & Strategy:** User-centered design, Jobs to Be Done (JTBD), Product thinking, B2B SaaS, Cross-functional collaboration, Agile/Scrum
- **Research & Validation:** User interviews, Usability testing, Heatmap analysis, LogRocket, Quantitative and qualitative research, User journey mapping, A/B testing
- **Financial Domain:** Regulatory compliance UX, KYC/AML user flows, B2B lending flows, Insurance flows, Payment systems, Fintech product design
- **Technical:** Tailwind CSS, HTML/CSS basics, Chakra UI, Storybook, Remote-first teams, Cross-timezone collaboration

## Education & Certifications

**Bachelor's Degree in Graphic Design** | Universidad de Guadalajara | 2010 - 2014

**Product Manager Certification** | Soy Startup Latam | Feb 2023

## Languages

Spanish: Native | English: Professional working proficiency - daily collaboration with stakeholders.