



Roberto De Jesus
rdjdesigns.com

hello@robertodejesus.com

/in/robertodejesusgual

305-878-1681

Product Design with 9+ years leading end-to-end UX across enterprise, retail, and healthcare platforms. Mentored 5 designers (2 promoted to Senior) and established org-wide critique frameworks at Lowe's. Expert in user research, design systems, and AI-accelerated prototyping, consistently translating complex user needs and business goals into measurable product outcomes. Proven collaborator across product, engineering, and executive stakeholders, with deep fluency in both 0→1 innovation and large-scale portfolio design.

Core Product Design

- Product discovery & strategy
- End-to-end UX/UI design
- Design systems & accessibility (WCAG)
- Information architecture & interaction design
- Data visualization & dashboard design

Research & Validation

- User research (qualitative & quantitative)
- Usability testing (remote & in-person)
- A/B & multivariate testing
- Heuristic evaluation & card sorting
- Data analysis & synthesis

Design & Prototyping

- Wireframing (low → high fidelity)
- Interactive prototyping
- User flows & task flows
- Storyboarding
- Motion & micro-interaction design

Tools

- Figma, Figma Make (AI), FigJam
- Framer, ProtoPie
- Miro, Sketch
- Jira, Confluence
- Adobe Creative Suite
- AI workflows: ChatGPT, Claude, prompt-assisted design

Education

- **Master of Arts in Design Management**
Savannah College of Art & Design
- **Bachelor of Fine Arts in Industrial Design**
Savannah College of Art & Design
- **Bachelor's Degree in Communications**
Universidad del Sagrado Corazón
- **UX/UI Design Bootcamp**
Ironhack

Certifications

- **Product Manager Professional Certificate**
IBM

Experience



Lowe's Companies, Inc.
Senior Product Designer

Remote | Aug 2020 – Feb 2026

- Led UX strategy across a multi-product enterprise portfolio serving millions of customers and thousands of internal associates, ensuring cohesive experiences at scale.
- Drove measurable impact across the portfolio, key highlights:
 - Staggered Delivery (Fulfillment): Designed Smart Grouping recommendations and an AI companion that reduced cognitive load for associates managing split deliveries, enabling faster, more confident decisions. Generated \$150M in incremental revenue and \$10.2M in net margin by simplifying complex delivery coordination for customers and associates.
 - Mentored 5 designers, 2 promoted to Senior, established a critique framework now adopted org-wide.
 - Built and evolved design standards and reusable patterns that reduced design debt and shortened design-to-dev handoff cycles across teams.
- Owned end-to-end design execution from discovery and research through wireframes, high-fidelity designs, and interactive prototypes accelerating delivery and cross-team alignment.
- Partnered closely with Product Management and Engineering to align UX strategy with roadmap priorities, balancing user needs, business goals, and technical constraints.
- Facilitated participatory design and research activities, usability testing, card sorting, workshops, and prototype co-creation uncovering user needs and validating solutions.
- Leveraged AI-first tools (Figma Make, prompt-assisted ideation) to accelerate prototyping cycles, cut design iteration time, and maintain accessibility and design-system consistency.
- Influenced portfolio-level design direction by contributing to strategic discussions and championing user-centered decision-making across stakeholders.



GE HealthCare
Senior Product Designer

Waukesha, WI | Jan 2019 – Jul 2020

- Designed user-centered digital experiences for healthcare products used by clinicians, caregivers, and elderly users, translating complex clinical workflows into intuitive, accessible interfaces.
- Conducted qualitative and quantitative research, usability testing, interviews, and focus groups, generating insights that directly informed design decisions and measurably improved product usability.
- Collaborated with cross-functional teams to define interaction patterns, visual design, and information architecture for complex clinical and operational requirements.
- Produced annotated wireframes and interactive prototypes to guide accurate development implementation, reducing back and forth between design and engineering.



iTracHEALTH Corp
Lead Product Designer

Miami, FL | May 2017 – Dec 2018

- Designed user-centered digital experiences for healthcare products used by clinicians, caregivers, and elderly users, translating complex clinical workflows into intuitive, accessible interfaces.
- Conducted qualitative and quantitative research, usability testing, interviews, and focus groups, generating insights that directly informed design decisions and measurably improved product usability.
- Collaborated with cross-functional teams to define interaction patterns, visual design, and information architecture for complex clinical and operational requirements.
- Produced annotated wireframes and interactive prototypes to guide accurate development implementation, reducing back and forth between design and engineering.



Ironhack
Instructor UX/UI

Miami, FL | Jun 2018 – Dec 2018

- Instructor for the UX/UI Design Bootcamp classes, which teaches students, in 8 weeks, the fundamentals of User Centered Design and how to validate ideas through user research, rapid prototyping, heuristic evaluation, user interface fundamentals, icons & color theory.
- I have taught modules 1 (Design Thinking and Design Sprint),
- 2 (User Research), 3 (Information Architecture and Interaction Design), and 5 (User Interface Fundamentals and Color theory).

Additional information available upon request