

JAMES FLORES

SENIOR PRODUCT DESIGNER · ENTERPRISE FINTECH · AI PRODUCT DESIGN

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THE BRIEF

Product designer specializing in enterprise fintech and AI product design, with a foundation in QA engineering at Meta. At Onbe, led end-to-end redesigns of global cross-border payouts and regulated Business KYB verification. Now consulting independently, taking a real-money trading platform from concept to launch, while completing MIT's Designing and Building AI Products and Services certificate.

75%

LESS TIME TO COMPLETE KYB ONBOARDING, FROM UP TO AN HOUR DOWN TO MINUTES

PRACTICE

PRODUCT DESIGN

Interaction design, information architecture, user flows, design systems, enterprise and fintech UX, usability testing, accessibility and WCAG

AI PRODUCT DESIGN

Conversational UX, LLM prompt design, AI interaction modeling, structured outputs, guardrails, AI API integration

TOOLS & TECHNICAL

Figma, Framer, Next.js, JavaScript, HTML and CSS, Python, Vercel, GitHub, Jira, Power BI, Claude and OpenAI APIs

PROFESSIONAL EXPERIENCE

Independent Product Designer & AI Consultant

FREELANCE · JANUARY 2026 TO PRESENT

Part-time consulting practice serving startup and small business clients.

- Sole designer for a peer-to-peer trading platform for sports outcome markets, taking the product from concept to launch across onboarding, market discovery, order entry, review, confirmation, and post-trade states.
- Applied regulated fintech UX patterns to clarify risk, pricing, market state, and transaction feedback so users fully understand decisions before committing real funds.
- Advise small businesses on practical AI adoption, assessing where AI fits their workflows and designing the product changes to support it.
- Partner directly with founders and engineers to turn ambiguous concepts into user flows, interactive prototypes, and shipped product direction.

Product Designer, Onbe

JULY 2022 TO JUNE 2025

Enterprise fintech: global payouts, wallet transactions, and regulated KYB onboarding.

Followed by parental leave, July to December 2025.

- Led the end-to-end redesign of global cross-border payout workflows for enterprise clients in regulated markets; in moderated testing with 65 enterprise users, task completion time fell by about 50% and submission errors by about 30%, with successful payment completions up 20% after launch.
- Reduced payout-related support tickets by 15 to 25% by surfacing exchange rates, fees, and delivery timelines earlier, resolving a pattern where 42% of users left the review screen to re-verify details elsewhere.
- Synthesized more than 400 support tickets, heatmap data, and moderated research sessions to identify root friction points and prioritize the redesign.
- Raised WCAG compliance on core payout screens from 60% to 90% through keyboard navigation, contrast, and screen reader improvements.
- Redesigned Business KYB onboarding from a rigid 7-step third-party form into 4 adaptive in-house steps with intelligent prefill, cutting completion time by about 75%, from 45 to 60 minutes down to 12 to 15 minutes.
- Partnered with Product, Engineering, Compliance, and Legal to classify every KYB field as regulation required, conditional, or optimizable, reducing KYB-related support tickets by about 35%.

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ENTERPRISE FINTECH · AI PRODUCT DESIGN · AUSTIN, TX

IN NUMBERS

90%

WCAG COMPLIANCE ON CORE
PAYOUT SCREENS, UP FROM 60%

65

ENTERPRISE USERS IN
MODERATED RESEARCH BEHIND
THE PAYOUT REDESIGN

20%

LIFT IN SUCCESSFUL PAYMENT
COMPLETIONS AFTER THE PAYOUT
REDESIGN

*“Complex financial,
compliance, and decision
workflows, made clear
enough to trust.”*

EARLIER EXPERIENCE

UX/UI Designer, Meta Platforms via Wipro

DECEMBER 2021 TO JULY 2022

- Designed interaction flows and high-fidelity UI for internal platforms used daily by technical teams, contributing reusable patterns and design system improvements adopted across internal tools.

Software Test Engineer, Oculus & Instagram, Meta via Wipro

MAY 2019 TO DECEMBER 2021

- Evaluated product behavior across edge cases and device conditions, catching usability issues before release; transitioned into UX design during this role while completing the University of Texas UX certification.

SELECTED AI PRODUCT WORK · SELF-DIRECTED, 2026

Obscura.ai

AI PRODUCT DESIGN REVIEW TOOL · PRE-LAUNCH

An AI-powered design review tool that analyzes screenshots and multi-screen flows for clarity, visual hierarchy, accessibility, trust signals, and conversion friction, returning structured, actionable critique in place of generic feedback. Framer front end with a Next.js API backend.

AI Smart Contract Risk Analyzer

ETHEREUM & PULSECHAIN

Translates raw on-chain contract signals, including ownership and admin privileges, minting risk, transfer restrictions, holder concentration, and taxes, into plain-language guidance, with a grounded question and answer layer and a progressive disclosure risk card system.

AI Portfolio Assistant

PRODUCTION · FRAMER, NEXT.JS, VERCEL, OPENAI API

A deployed conversational assistant helping recruiters explore case studies and role fit, including the conversation model, prompts, guardrails, and response structure, optimized for fast scanning and portfolio-scoped answers.

Predictive Market Tooling

KALSHI API

API-driven data flows and automation logic exploring how structured market data and AI can support clearer decision-making.

EDUCATION & CERTIFICATIONS

Designing and Building AI Products and Services, MIT xPRO, in progress, expected September 2026

Certification in UX/UI Design, University of Texas at Austin, 2022