Jeisson Ballesteros

Senior Product Designer

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Portfolio jeissonabc.com (interactive AI portfolio: ask it anything, it answers live)

PROFILE

Senior Product Designer with 8+ years across AI, fintech, and productivity products. The annoyingly up-to-date designer who questions everything, because the best ideas come from debate. I work from user research through shipped code: I open my own scoped PRs and build functional prototypes directly in the production repository, killing handoff friction and accelerating engineers.

EXPERIENCE

Senior Product Designer • Fellow.ai

Mar 2025 — Present • Remote • Ottawa, Canada

- **Leading the design of Fellow's mobile app reactivation** (ongoing), setting direction for what the mobile experience should be and how it should work: unlocked recording in-person meetings from your phone, previously not possible, and brought the complete AI notes experience (capture, review, follow-up) to mobile.
- Contributed to the design team's product-wide **UX Simplification** (unifying interaction patterns and shortening critical paths to reduce cognitive load), one of the main levers behind team-wide gains of **+88% activation, +52% retention, and +180% paid conversion** over the last 12 months.
- Designed **AI Notes Templates**, the system turning 20K+ daily meeting recordings into consistent recaps and action items.

Senior Product Designer & Product Owner • Interfacing Technologies

May 2024 — Apr 2025 • Remote • Montréal, Canada

- Rebuilt **two 20-year-old enterprise products into one AI-powered compliance platform (IMS)**, owning roadmap, prioritization, and product direction as Product Owner.
- Designed AI into the product's core: process mining, AI-driven process optimization, and automated documentation (including video parsing).
- Contributed to closing **2—3 five-year enterprise contracts**: the in-progress platform was used in the commercial demos that helped win them.
- Instilled a UX-first culture across Product and Engineering stakeholders: design rituals, checklists, and user testing.

Senior UX Designer • Ataskate (via Adecco)

Dec 2023 — May 2024 • Ottawa, Canada

- Led **0-to-1 product design** and industry research across North and Central America for a pawnshop fintech startup, defining its marketplace and internal-process tooling (financing, lending, buy and sell).

Senior UX Consultant • Kin + Carta (now Valtech)

Nov 2021 — Oct 2023 • Remote (Chicago-based IT consultancy)

- Led the redesign of **The Joint Commission's healthcare-accreditation E-App**; in usability testing, the redesigned prototype raised **ease of task completion from 34% to 80%**.
- Delivered end-to-end UX (research, prototyping, usability testing) for enterprise clients across banking, retail, mortgage, and veterinary care: Discover Bank, VF Corp, Freedom Mortgage, National Veterinary Associates.
- Built design systems and **mentored 2 designers on a 3-person team**, standardizing delivery across client work.

Product Designer • Backstartup

Nov 2020 — Nov 2021 • Remote

- Contributed to a **25% drop in penalty-triggering accounting errors** by designing tooling that let in-house accountants automate and validate their work.
- Redesigned the full product alongside a company rebrand, establishing its UX foundation for internal and external clients across the complete catalog.
- Partnered with the **CEO on product strategy and team structure**.

User Experience Designer • Hometuls

Mar 2020 — Nov 2021 • Seasonal • Bogotá, Colombia

- Designed the product 0-to-1 with cross-functional dev and business teams, from early exploration through launch; design work helped the company reach **profitability without outside investment**.

User Experience Analyst • Sodimac (Homecenter)

Aug 2018 — Nov 2020 • Bogotá, Colombia

- Contributed to **50%+ mobile marketplace conversion growth** by leading checkout-focused UX and iterative user testing through the company's e-commerce digital transformation.
- Led a **4—6 person usability team** across Homecenter.com, the mobile app, and in-store screens.

Web Designer • Interservicios

Jun 2017 — Jun 2018 • Bogotá, Colombia

- Designed internal logistics tooling to automate and track shipments, contributing to **+35% shipment-preparation productivity** and **−20% logistics errors**.

SKILLS

Product & Strategy: Product Design, Product Strategy, Design Strategy, Product Ownership, Roadmapping, Prioritization, Design Thinking, Agile

AI & Engineering: Generative AI applied to Product Design, AI-enabled UX, AI Strategy, Prompt Engineering, Design Engineering (scoped production PRs and in-repo prototypes: HTML, CSS, Angular)

Craft & Research: Interaction Design, Design Systems, Information Architecture, Visual Design, Rapid Prototyping, User Research, Usability Testing

Leadership: Design Leadership, UX Management, Mentoring, Stakeholder Communication, Cross-functional Collaboration

Languages: Spanish (native), English (professional), French (professional)

EDUCATION

M.A. in User Experience Design • Universidad de La Rioja (UNIR), Spain • 2020—2021

B.A. in Visual Design • Universidad Compensar (formerly Unipanamericana), Bogotá • 2011—2017

CERTIFICATIONS

AI Applied on Product Design • Platzi • 2024

Product Management • Platzi • 2024

Prompt Engineering • Platzi • 2024