

Hi, I'm

Juan Galindo

STAFF DESIGNER & MANAGER

PORTFOLIO

Github or Deck(Classic)

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CONTACT

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SUMMARY

I specialize in developing AI native teams that empower non-technical roles to prototype, automate and transform ideas into scalable solutions through tools like Claude Code and AI assisted systems. My expertise bridges strategy, systems thinking, operational excellence and AI-enabled execution to support critical decision-making through analytical thinking that drives real business impact.

As an award-winning product designer with more than 15 years of experience, I have led multidisciplinary teams and partnered with executive stakeholders across product-led organizations to deliver intuitive, scalable, and user-centered solutions.

I'm passionate about sustainable, human-centered design and I believe in the power of design to create meaningful experiences that improve people's lives.

SKILLS

AI Agentic Systems, Builder Mindset, Client Focused, Cross Functional Leadership, Design Management, Design Strategy, Design Systems, Executive Collaboration, Gen AI, Mentoring, Mobile Interaction, Product Strategy, Project Management, Prototyping, Remote Leading, LLM, Spec Driven, Solution Oriented, Systems Thinking, User Experience, User Research, Visual Design, Workshop

EXPERIENCE

Director of Product Design & AI Tech Lead

BITSO, MEXICO

Aug 2025 - May 2026

- Developed a new generation of AI-native designers, enabling teams to adopt systems thinking and AI-augmented workflows.
- Structured the content index for agentic design, from specs to prototypes with over 90% accuracy.
- Increased AI adoption across non-technical teams by 30%, enabling designers and product professionals to prototype and automate workflows independently.
- Improved product exploration and execution speed by approximately 40% by shifting teams from manual delivery to AI-augmented workflows.
- Led strategic investment experience initiatives that improved business performance and customer engagement.

Design Lead

EPAM, LATAM

Jun 2023 - Aug 2025

- Led, defined and delivered compelling product experience visions for the US market.
 - Contributed to sustainable business growth through strategic design initiatives.
 - Developed and executed design strategies aligned with product and business objectives.
 - Ensured seamless UX handoff and high-quality implementation across engineering squads.
 - Supported and enhanced the end-to-end candidate experience across recruitment and hiring.
 - Built strong cross-functional partnerships with stakeholders across the organization.
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Head of Product Design & Research

TREINTA, FINTECH LATAM

Aug 2022 – Jun 2023

- Increased Gross Merchandise Value (GMV) by 4.5%, improved Net Promoter Score (NPS) by 15pp, and boosted onboarding rate, leading to higher customer retention.
- Led the end-to-end product experience vision across B2B and B2C, delivering a seamless UX in LATAM market.
- Defined experience OKRs that connected design initiatives to tangible business outcomes and implemented DesignOps frameworks to streamline workflows, ensuring that design work had a measurable impact.
- Designed career paths for individual contributors and managers, introducing tailored development plans that led to a 28% internal promotion rate and increased employee engagement.
- Mentored a multicultural team of 24+ designers, researchers, and writers, fostering a collaborative, high-performance culture focused on business impact, design quality, and execution at scale.

Head of Product Design

LULO BANK, COLOMBIA

Oct 2019 – Aug 2022

- Launched the first licensed digital bank in Colombia, reaching 200K+ users in 12 months with a effortless experience.
- Won an iFDesign Award in Experience category recognizing world-class UX.
- Achieved a Net Promoter Score (NPS) of 70+ increasing Customer Satisfaction (CSAT).
- Led experience vision across onboarding, checking accounts, and loans, boosting money disbursements to support business goals.
- Improved Design efficiency by 30% with structured DesignOps.
- Built and scaled the design team from 6 to 18, introducing middle management and coached UX and UI designers into end-to-end product designers accelerating iteration cycles by 40%.

Sr. Product Designer & Creative Technologist

BBVA BANK, COLOMBIA

May 2016 – Oct -2019

SSr. Product Designer (UX, UI)

IATAI, COLOMBIA

Dec 2015 – May 2016

Sr. Product Designer (UX, UI)

LEO BURNETT, COLOMBIA

Nov 2012 – Nov 2015

UI Designer & Creative Technologist

TribalDDB, COLOMBIA

Ago 2009 – Nov 2012

EDUCATION

Design Management

UNIVERSITY OF THE ARTS LONDON

Jul 2020

Mobile User Experience

INTERACTION DESIGN FOUNDATION

Nov 2017

Graphic Designer

POLITÉCNICO, COLOMBIA

Dec 2007

COURSES

- AI Fluency: Framework & Foundations.
- Claude Code in Action.
- Introduction to Agent Skills.
- Introduction to Subagents.
- MCP: Advanced Topics.
- Executive Leadership.
- MasterClass Design Leadership by Peter Merholz.
- Product Psychology.
- Advanced Product Management: Vision, Strategy & Metrics.
- Leadership and Management for Engineering Teams.
- UX management strategy and tactics.
- Get your Product Used: Adoption and Appropriation.
- Mobile User Experience (UX) Design.
- How to Create Intuitive Products by Imitating Physicality.

AWARDS

iF Design Awards

Lulo Bank App

2022

Accenture Innovation Awards

BBVA App

2018

PUBLICATIONS

Bootcamp, UX Collective

Developing design teams, creating new era career paths

Jul 2021

UX Collective

In search of product designers

Jul 2020

LANGUAGES

Español (Native)

English (Full Professional Proficiency)