Jerry Velasquez

Senior Product Designer

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Senior Product Designer with 10+ years in complex B2B SaaS, most recently practice management for architecture and engineering firms. I connect the dots across the whole product: information architecture, design systems and the governance that keeps a platform consistent, grounded in behavioural data, customer conversations and close work with engineers.

Experience

Senior Product Designer, Freelance

May 2026 to now

- Redesign work for MyHealthTale, an early-stage health tech product.
- Rebuilt my portfolio and case studies, using Claude Code to build and deploy the site.

Senior Product Designer, Total Synergy

Aug 2022 to Apr 2026

Practice management SaaS for architecture and engineering firms

- Led UX for a project and financial management platform used by 14,000+ people at 700+ businesses across Australia, New Zealand, the UK and the US. Sole designer for the first two and a half years.
- Owned the information architecture for a platform-wide navigation redesign: card sorting, a 16-product competitor audit and customer interviews. Shipped behind feature flags; 74% of 126 Early Access respondents rated it positive or neutral against a 60% target, and it rolled out to everyone with no rollback.
- Led the design system move from legacy Angular to React, Tailwind and shadcn/ui, chosen with engineering through a decision matrix. Shipped in Storybook with a WCAG AA-audited palette.
- Introduced a six-stage Figma file governance (developers build only from locked files) and a design review checkpoint for developer-proposed UI.
- Also designed Global Search, time tracking and embedded reporting. Wrote acceptance criteria in Jira and used Pendo, Mixpanel and UserVoice for evidence.

UX/UI Designer, Cascade

Nov 2020 to Jun 2022

Strategy execution platform

- First dedicated designer at a ~20-person startup that raised a US$5M seed and a US$29M Series A and grew to ~170 people.
- Led the end-to-end redesign of the platform with no existing design system: onboarding, the visual strategy map and personal workboards.
- Replaced a 40-step, video-heavy onboarding with a direct, interaction-first flow, and shipped through a build sprint with 10+ engineers.
- Helped found Vapour, Cascade's design system, later used by 7 teams. The Focus Area and Objective structure from this work is still core to the product.

UX/UI Designer, Thinking Studio

Nov 2017 to Nov 2020

Product design agency, Sydney

- Designed web, app and SaaS products for clients in banking, insurance and consumer goods, mostly as the sole designer alongside a PM and developers.
- Built the Meconline design system and adapted it for ATC Insurance Solutions' broker portal and admin.
- Took projects from research and journey mapping through information architecture to testable, interactive prototypes.

Product Designer, then UX/UI Lead, BlackCitrus

Jul 2015 to Oct 2017

Digital agency for startups

- Progressed from intern to UX/UI lead, managing an offshore team of 5 designers across 4 to 6 concurrent projects.
- Ran usability testing, stakeholder workshops and UAT, and took web and native mobile products from wireframes to production.

Skills

Information architecture, Design systems, UX research, Product strategy, Interaction design, Usability testing, Stakeholder management, Accessibility (WCAG AA), AI-assisted prototyping

Tools

Figma, FigJam, Miro, Storybook, Jira, Pendo, Mixpanel, Claude and Claude Code, Lovable, Figma Make, Framer, Atlassian Rovo

Education

Advanced Diploma of Marketing

Australian Pacific College, Sydney, 2017

Design Fundamentals and Visual Communication

Darias Institute of Design, Venezuela, 2014

Graphic Design

ISEC, Argentina, 2011

Bachelor of Business Administration and Management

Nueva Esparta University, Venezuela, 2008