

Diego Cuevas

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with a Systems Engineering background and 8+ years across SaaS, marketplace, fintech, and automotive products. Drove a 30% lift in user retention at Southern Glaziers by redesigning account management flows and cut storefront drop-off from 72% to 25% at Cox Automotive, a change tied to a 20% rise in sales and subscriptions. Combines an engineer's structural rigor with expert-level Figma execution to lead cross-functional teams from ambiguous problem to shipped, WCAG-compliant product.

WORK HISTORY

Senior Product Designer - Contract, Client: Southern Glaziers Wine & Spirits, July 2025 - March 2026

- Drove a 30% increase in user retention by redesigning account management flows and clarifying user pathways, reducing marketplace drop-off.
- Led design and delivery of two high-impact initiatives: an internal onboarding portal to help sales agents acquire clients and drive revenue, and a robust account management suite for Southern Glaziers' PROOF marketplace.
- Designed end-to-end user experiences and new screens across web platforms, improving account visibility, payment management, and issue resolution for marketplace users.
- Owned UX strategy end-to-end, journey mapping, facilitating cross-functional alignment across product, engineering, and QA.

Senior Product Designer - Contract, Client: Oscillate Design, January 2025 - May 2025

- Led product vision for NUMA, an AI-powered translation platform integrating OpenAI Whisper and Google Translate APIs for real-time text/audio conversion.
- Defined product scope, defined user journeys (journey maps), prioritized MVP features, and delivered annotated product specs used by engineering teams for successful implementation.
- Ran usability testing in Maze, iterating rapidly on core mobile and web flows.

Senior Product Designer(UX/UI) - Contract, Client: Cox Automotive, August 2023 - January 2025

- Redesigned Cox's storefront, reducing user dropoff from 72% to 25%, resulting in a 20% rise in sales and subscriptions from Q3 to Q4.
- Oversaw design and feature planning for a developer portal enabling self-service API creation and management.
- Defined key workflows, created wireframes and prototypes, and authored detailed product documentation and user stories.

Product Designer(UX/UI) - Contract, Client: Aquavox, March 2023 - August 2023

- Developed a B2M mobile application incorporating a water scanning feature for purity assessment, integrating user research findings into design solutions.
- Managed design schedules and communicated project status effectively, ensuring timely deliverables.

Product Designer(UX/UI) - Contract, Client: Govvy, January 2023 - March 2023

- Designed a B2B SaaS fintech web application for government agencies, leveraging foundational UX principles to enhance usability.
- Led collaborative design efforts, translating established design patterns into scalable solutions.

- Documented design specifications with detailed annotations for seamless developer handoff.

Product Designer(UX/UI)- Contract, Client: Homnox, January 2022 - January 2023

- Built a 3D home marketplace experience, increasing user engagement
- Conducted design reviews and iterated on UI components based on user feedback and usability testing.
- Collaborated with developers to maintain design integrity during implementation.

Product Designer(UX/UI)- Continental Specialized, September 2017 - January 2022

- Designed user-centered desktop solutions for transportation operations, enabling stakeholders to track shipments, review load data, and make informed logistics decisions through a centralized platform
- Spearheaded process improvements that enhanced system performance by 90%, optimizing user workflows and engagement

EDUCATION

UX/UI Design - Avocademy

Associates in Design and Visual Communication - UCLA

Bachelor of Science in Systems Engineering - Texas A&M

SKILLS

Design: Figma (Expert) · Figma Make · AI-Assisted & Generative AI Design · Design Systems · Prototyping · Interaction & Visual Design · Conversational UX · Responsive Design · WCAG / Accessibility · Journey Mapping

Research: User Interviews · Usability Testing · Competitive Analysis · Heuristic Evaluation · Personas · Qualitative & Quantitative Research

Tools: Figma · Sketch · InVision · Mural · Miro · Confluence · Jira · Notion · Slack · Claude · ChatGPT

Soft: Cross-Functional Team Leadership · Stakeholder Facilitation · Client Management · Bilingual (English/Spanish)