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**Summary**

Senior Product Designer with 10+ years of experience delivering intuitive, data-rich enterprise and SaaS products. Expert in design systems, dashboards, and workflow optimization. Highly collaborative, with a proven track record of leading design thinking workshops, partnering with cross-functional teams, and translating complex requirements into elegant, user-centered solutions. Passionate about data-driven design, scalable systems, and driving business outcomes through UX excellence.

**Core Competencies**

* Dashboard & Data Visualization Design
* Enterprise / SaaS UX
* Figma, Sketch, Adobe Creative Suite
* Design Systems & Atomic Design
* UX Research Collaboration
* Information Architecture
* JIRA & Agile/Scrum
* Workshop Facilitation
* Responsive/Mobile Design Patterns
* Typography, Iconography, Color Theory
* Accessibility (WCAG 2.1) & Inclusive Design
* Wireframes, Prototypes & Design Systems
* Data-Driven Decision Making
* Product Design Leadership & Mentorship
* Strategic Planning & Goal Setting
* Product Roadmapping
* Figma, Adobe CC, Adobe XD, Sketch, Miro, Dovetail, Pendo, Adobe Analytics, Google Analytics
* Enterprise SaaS, GovTech, HealthTech, EdTech, AI Platforms, AI/ML, B2B Collaboration Platforms

**Professional Experience**

**Head of Product Design**

HiNAIA | Remote
*03.2025 – Current*

* Lead design thinking workshops with stakeholders to uncover insights, define opportunities, and align product goals.
* Partner with Product Design leadership to craft and execute design strategy for B2B SaaS workflows.
* Collaborate closely with UX Research to validate hypotheses, refine solutions, and ensure user needs drive design decisions.
* Develop high-quality dashboards and data visualizations to support actionable insights and streamline workflows.
* Work with Design Systems Lead to maintain a scalable component library based on atomic design principles in Figma.
* Define modular information architectures supporting intuitive navigation across complex enterprise features.
* Co-author user experience requirements and actively contributed to story grooming and program increment planning.
* Championed best practices in data-driven design, resulting in measurable improvements to usability and adoption.
* Used JIRA to track tasks, deliverables, and ensure on-time sprint delivery.

**Product Design Leadership Professional**

Independent, Self Employed | Remote
*03.2024 – Current*

* Lead data-driven, user-centered design initiatives, achieving a 20% boost in client satisfaction by aligning cohesive visions with client goals.
* Advise executive teams on integrating analytics with design thinking, delivering innovative solutions that surpassed client expectations by 20%.

 **UX Director and Executive Design Lead**GovOS | Remote
*09.2023 – 02.2024*

* Defined and executed customer experience strategy for digital government platforms serving 3,000+ agencies.
* Built multilingual, accessible design systems ensuring consistent brand experience across channels.
* Managed complex stakeholder relationships, aligning cross-functional teams on VOC priorities.
* Conducted social listening, survey programs, and analytics reviews to capture user sentiment and behavior.
* Delivered regular reporting cadences with insights and recommendations for service optimization.
* Improved key customer experience metrics, reducing service friction and increasing satisfaction scores.
* Streamlined government operations with SaaS solutions, boosting efficiency by 25%.
* Translated research insights into actionable strategies, accelerating B2B SaaS project implementation by 15%.
* Initiated a structured touchpoint cadence that increased cross-functional collaboration by 50%.
* Accelerated roadmap alignment by 40% through active participation in strategic sessions.

 **UX Design Manager**

Hyland Software | Remote

*05.2022* *– 09.2023*

* Directed UX and CX strategy for 5 enterprise SaaS tools, delivering seamless experiences across complex user journeys.
* Led journey mapping and service design workshops to inform optimization roadmaps.
* Integrated session replay tools, heatmaps, and funnel analysis to identify and address friction points.
* Collaborated with Product, Marketing, and Engineering to prioritize user-driven enhancements.
* Advocated for conversion rate optimization (CRO) best practices through A/B testing and personalization strategies.
* Developed vendor management processes to ensure delivery of high-quality customer insights and solutions.
* Mentored and managed a distributed team of designers, increasing collaboration by 30%.
* Defined product roadmaps in partnership with Product and Engineering, ensuring 100% clarity and measurable outcomes.
* Advocated for adoption of a unified design system to ensure cohesive and inclusive experiences across products,
elevating cross-functional initiative success by 20%.
* Managed risks and dependencies to ensure smooth executions of all initiatives.

**UX Design Manager**

Institute of Electrical and Electronics Engineers | NJ
*09.2013 – 05.2022*

* Led large-scale redesigns of B2B research tools with strong focus on user needs, accessibility, and brand consistency.
* Conducted customer feedback analysis to uncover pain points and drive strategic improvements.
* Designed dashboards and reporting tools for B2B users, translating complex datasets into clear, actionable visualizations.
* Managed multiple projects simultaneously, balancing priorities and resources effectively.
* Delivered polished design assets and prototypes for cross-functional teams using Figma and Sketch.
* Delivered clear, data-driven design recommendations to executive stakeholders.
* Championed consistent, user-centered design practices across diverse teams and channels.
* Mentored and managed a team of designers, increasing collaboration and output efficiency by 20%.
* Advocated for adoption of a unified design system to ensure cohesive and inclusive experiences across products,
elevating cross-functional initiative success by 20%.
* Improved user engagement by up to 75% by aligning design with behavioral insights and user needs.
* Presented design rationale to executive stakeholders, securing 100% buy-in for strategic initiatives.

**Senior UX Visual Designer**

Infragistics | NJ

*04.2010 – 09.2013*

* Led designs of business applications across the Finance, Gaming, and Construction industries, improving project efficiency by 30%.
* Enhanced the visual experience of a construction app, improving customer satisfaction by 25%.
* Elevated team UX knowledge by 40% through the creation of educational content and articles.

**Senior Interactive Designer**
Nielsen Media | NY
*09.2008 – 03.2010*

* Developed branding and interface projects for top online magazines, boosting engagement by 25%.
* Implemented design enhancements for Billboard.com and The Hollywood Reporter, increasing subscriptions by 20%.
* Oversaw design improvements that generated 15 continuous enhancements, and optimized site performance.

**Senior Interactive Designer**
OptumHealth | NJ
*08.2005 – 08.2008*

* Designed branding, banner ads, and interactive media for the MyOptum Health portal, elevating brand visibility
and customer engagement by 30%.
* Leveraged gamification principles for online tools, boosting engagement by 30%.
* Led all design initiatives to enhance and optimize the online customer portal.

**Education**

**MBA:** Human Computer Interaction & User Experience
Rutgers University | NJ

**Languages**

* English, Native
* Tagalog, Native
* Spanish, Proficient
* Polish, Intermediate