Juan Manuel Cornejo

Product Designer

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About Me

Product designer with extensive experience designing digital products for web, mobile, and desktop. My work focuses on solving complex problems through user-centered design, with deep experience in SaaS, B2B platforms, and mission-driven technologies.

I've led product design across multiple sectors, from industrial automation to ML-powered legal tools, and specialize in creating intuitive, accessible interfaces. My strengths include user research, prototyping, cross-functional collaboration, and systems thinking.

Fluent in Spanish, English, French, and conversational Portuguese.

Experience

Lead Product Designer | HURIDOCS

Oct 2021 — Present | Remote

Leading design for human rights documentation technology used by 150+ global organizations.

- Led the full redesign of Uwazi, a documentation platform for human rights organizations
- Designed ML interfaces that help non-technical users extract and organize legal data from documents
- Designed a tamper-proof browser extension for legal evidence collection
- Built and maintain a scalable design system that streamlines front-end development
- Collaborate closely with engineers, researchers, and legal experts using agile methodologies
- Conduct regular user research and testing with NGOs and human rights defenders globally

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Senior Product Designer | LUMENTALTA (formerly Clevertech)

Jan 2018 — Oct 2021 | Remote

Designed complex software solutions for Fortune 500 clients across multiple industries.

- Led UX/UI design for industrial railcar management system at Katoen Natie, digitizing previously manual workflows
- Designed interfaces for fintech, healthcare, and logistics applications

- Created responsive designs for web, mobile, and desktop platforms

- Developed marketing websites and landing pages for partner products

- Worked in distributed agile teams, translating business requirements into user-centered design solutions

- Conducted user research and usability testing to validate design decisions

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Senior Experience Designer | THOUGHTWORKS

Mar 2016 – Dec 2017 | Ecuador, Brazil, Chile

Consulted on digital transformation initiatives for enterprise clients across Latin America.

- Led UX design for digital transformation projects in retail, banking, and airline sectors

- Conducted design thinking workshops and research sessions to understand customer and employee needs

- Facilitated inception meetings, design sprints, and discovery sessions with cross-functional teams

- Helped establish research practices and mentored client teams in design thinking methodologies

- Created service blueprints and journey maps to identify improvement opportunities

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Freelance Product Designer

2013 – 2016 | Ecuador & Remote (France, UK, Spain, USA, Mexico)

Independent design consultant working with international clients.

- Provided end-to-end design services from brand identity to front-end development

- Designed and built responsive websites using HTML, CSS, and JavaScript

- Created prototypes and design systems for startups and established companies

- Managed projects across multiple time zones and maintained long-term client relationships

- Delivered UX solutions for nonprofits, startups, and creative studios

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Product Designer | AZENDOO

2011 – 2013 | France

Product design for SaaS project management platform.

- Led complete redesign and rebrand of the application

- Researched and designed features based on user feedback and market analysis

- Established lean research practices and documentation processes for design decisions

- Worked closely with engineering team to ensure design implementation quality

Digital Designer | FREELANCE & AGENCY WORK

2005 – 2010 | Ecuador & Spain

Multi-disciplinary design work across web, graphic, and motion design.

- Designed and developed websites for small and medium businesses

- Created brand identities and marketing materials for various sectors

- Produced motion graphics and video content for advertising and events

- Collaborated with agencies in Madrid and Barcelona on campaign work

- Built foundation in visual design, typography, and digital production

Skills

Design

Product Design | UX Research | Design Systems | Prototyping | Information Architecture | User Testing | Wireframing | Interaction Design | Visual Design | Responsive Design

Tools

Figma | Adobe Creative Suite | Sketch | HTML/CSS | JavaScript | React (basic) | Git

Specialties

B2B/Enterprise Software | Industrial Applications | AI/ML Interfaces | Human Rights Technology | SaaS Platforms

Process

Design Thinking | Agile/Scrum | User Testing | Workshop Facilitation | Cross-functional Collaboration

Education

HCI Research Certificate | Université de Bordeaux, France | 2011–2012
Sound Engineering | SAE Institute, Madrid | 2002–2005
Linguistics | Universidad Católica, Quito | 2002

Languages

🇪🇸 Spanish (Native) | 🇬🇧 English (Fluent) | 🇫🇷 French (Fluent) | 🇧🇷 Portuguese (Conversational)