

JOEL NÁPOLES

Senior Product Designer | AI Product Design, End-to-End Product UX/UI & Growth

Product Designer with **8+ years** building and scaling **SaaS, AI-native** and **consumer products** across **web and mobile**. Experienced collaborating with **founders, Product** and **Engineering** to shape **product direction**, establish **scalable Design Systems**, lead **cross-functional design execution** and drive **measurable impact** across **acquisition, conversion** and **growth**.

Specialized in **workflow-heavy SaaS platforms, complex systems** and **AI-native experiences**, designing **Conversational UX, LLM interaction patterns** and **scalable product foundations**.

Hands-on across the **full product lifecycle** from **discovery** and **rapid prototyping** to **launch, experimentation** and **continuous iteration**, leading **design execution**, improving **team processes** and **design quality** while remaining deeply involved in solving **complex product challenges**.

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Work:
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PRODUCT DESIGN STACK

- **Product Design:** User journeys, interaction design, conversational flows, systems thinking, edge cases, response behavior & complex workflow design.
 - **User Experience:** Information architecture, usability, heuristic evaluation, accessibility, onboarding, activation & user adoption.
 - **UX Research:** User interviews, usability testing, heuristic evaluations, card sorting, A/B testing & user feedback synthesis.
 - **AI Product Design:** Conversational UX, LLM interaction patterns, response behavior, edge case definition, fallback strategies, prompt orchestration, AI-assisted workflows, human-in-the-loop systems & AI validation.
 - **Design Systems:** Figma variables, component & shared libraries, auto layout, scalable UI patterns, cross-platform consistency & delivered developer ready handoffs files..
 - **UI Design & Prototyping:** Figma, Sketch, Miro, high-fidelity mockups, web, mobile & responsive design, interaction design, micro-interactions, information density & interactive prototyping.
 - **Product Analytics & Experimentation:** Google Analytics, Amplitude, Hotjar, Microsoft Clarity, A/B testing, rapid prototyping, Codex, Claude, Replit & UX Pilot.
 - **Agile Collaboration:** Scrum, Design Sprint, Lean UX, Design Thinking, Jobs To Be Done, Sprint Planning, Backlog Refinement, Retrospectives, Jira, Asana, Trello & Monday.
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PROFESSIONAL EXPERIENCE

bbconmigo

Founding AI Product Designer (0→1)

Healthtech B2B, B2C / AI-Driven Conversational Product · Jul 2025 - Present

- Designed **conversational AI experiences** and **interaction patterns** for **LLM-powered workflows**, defining **response behavior, edge cases** and **user guidance** to improve **clarity, trust and decision-making**. [View live product](#)
- Defined **AI behavior standards** and **response logic**, establishing **interaction patterns, edge cases** and **fallback strategies** to improve **consistency** across the product experience.
- Established **scalable product foundations** through **Design Systems, Conversational UX patterns** and **end-to-end product design**, collaborating closely with **Product and Engineering** from **discovery to implementation**.
- Validated **product decisions** through **rapid prototyping, usability testing** and **real user interactions**, iterating based on **qualitative insights** and **product metrics**.
- Optimized **acquisition and activation funnels**, partnering with **Marketing** to improve **onboarding, early user engagement** and **conversion**.

Autocom

Founding Product Designer → Lead Product Designer

Automobile SaaS / B2B, B2C, C2C Fintech Platform · Dec 2020 - Jun 2025

- Increased **core funnel conversion** from **5.9% to 21.8%**, working closely with **Product and Engineering** to improve **acquisition, trust** and business performance in a fintech product. [View live product](#)
- Contributed to **12,000+ user acquisitions** through **structured experimentation, A/B testing** and close collaboration with **Marketing** and **Product** to optimize growth initiatives. [View case study](#) | [View live product](#)
- Optimized **250+ user flows** across a **workflow-heavy SaaS platform**, improving usability, clarity and overall **product performance** in partnership with Engineering.
- Led **end-to-end UX/UI execution** across **high-impact initiatives**, mentoring **design quality**, driving **cross-functional alignment** and remaining **hands-on** throughout **discovery, prototyping** and **delivery**.
- Facilitated **cross-functional UX workshops** to align requirements, define scope, reduce rework and accelerate decision-making across Product and Engineering.
- Founded, evolved and maintained a **Design System**, establishing **scalable UI foundations**, improving **cross-platform consistency** and increasing **delivery efficiency** across teams.

Fintecimal

Senior Product Designer

Fintech SaaS / B2B Product · Oct 2019 - Nov 2020

- Designed **multi-module fintech product flows**, supporting MVP delivery under tight timelines. [View design](#)
- Translated business needs into **clear user journeys and interaction patterns**.

Pentalog

Senior UX Designer

Enterprise / B2B Systems (CRM, Healthcare, EdTech) · Feb 2019 - Oct 2019.

- Redesigned **300+ CRM flows** across complex enterprise systems. [View live product](#)
- Designed UX solutions across **web, mobile, and hybrid platforms** collaborating with multidisciplinary teams throughout delivery. [View case study](#) & [View live product](#)

EDUCATION & CERTIFICATIONS

Master's Degree in Product Design

University of Guadalajara

Bachelor's Degree in Graphic Communication Design

University of Guadalajara

Scrum Product Owner Certification

CertiProf - TLSLKLDKHH-HXWWXHST-RPPHDSRHJR