

Luis Ortiz Nieto

Senior Product Designer & UX Lead

Design Systems · Enterprise Platforms · Team Leadership

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PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience designing scalable, enterprise-grade digital products — from compliance-heavy SaaS platforms and B2B dashboards to AI-powered learning tools. Currently UX Practice Lead at Svitla Systems, where I mentor designers, define cross-project design standards, and bridge user needs, business goals, and engineering execution.

IDEO U-certified in AI × Design Thinking. Known for translating complex, ambiguous workflows into clear, structured experiences — reducing 30+ screen flows to 7–8, improving engagement by 40%, and cutting error rates by 45%. Seeking Senior IC or Design Lead roles where I can shape product direction, grow design culture, and build systems that scale.

SELECTED IMPACT

- **45% fewer rejections** — Eliminated AGI/IP PIN entry errors in tax flows via API validation.
- **30+ → 7–8 screens** — Condensed complex compliance workflows from 30+ screens to 7–8.
- **+40% engagement** — Shipped LMS updates that measurably increased learner participation.
- **5–6 wks → 3–4 wks** — Integrated AI-powered translation, cutting course build time nearly in half.
- **+25% dev velocity** — Reduced engineering rework through refined specs and annotated components.
- **Design system in 5 weeks** — Built a Shadcn tokenized light/dark design system from scratch.
- **5× faster approvals** — Replaced email-based approvals with a structured governance workflow.
- **150+ requests/month** — Centralized 150+ monthly API requests into a unified governance platform.

WORK EXPERIENCE

UX Practice Lead

Svitla Systems — LATAM / Remote | Dec 2022 – Present

- Lead UX practice across LATAM, defining design standards and ensuring consistent delivery quality across multiple simultaneous client projects.
- Mentor 3+ UX designers through structured critique sessions, portfolio reviews, and career growth conversations.
- Own UX hiring pipeline: define role requirements, screen portfolios, and lead technical interviews for UX candidates.
- Advise cross-functional leadership on UX strategy, accessibility, design systems, and AI-enabled workflows.

Senior Product Designer — Enterprise Tax Platform

Svitla Systems — U.S. Enterprise Tax Platform (100K+ users) | Jan 2025 – Present

- Integrated API-based validation into payment flows, reducing filing rejections from inaccurate entries by up to 45%.

- Redesigned state-level compliance workflows, condensing 30+ screens to 7–8 and dramatically reducing user drop-off and support load.
- Designed self-serve onboarding and product-selection flows, enabling users to purchase licenses independently and increasing conversion potential.
- Own end-to-end design — research, wireframes, hi-fi design, and developer handoff — within an agile product cell.

Senior Product Designer — Metal-as-a-Service Platform

Svitla Systems — Metal-as-a-Service Platform | Aug 2024 – Dec 2024

- Architected a Shadcn-based tokenized design system (light/dark) in 5 weeks, establishing UI consistency and accelerating engineering handoff.
- Designed and shipped the platform's first dashboard iteration — including resource mapping and core data views — in 3 weeks.
- Improved design-to-dev velocity by 25% through refined specs, annotated components, and cleaner requirements documentation.

Senior Product Designer — AI-Powered Enterprise LMS

Svitla Systems — AI-Powered Enterprise LMS | Jun 2021 – Jul 2024

- Led product design across 3+ years of continuous platform evolution; shipped updates that increased learner engagement by 40%.
- Integrated AI-powered translation workflows, reducing course build timelines from 5–6 weeks to 3–4 weeks.
- Designed a Practice module (video/audio scripts) — a key differentiator that contributed to securing a strategic airline client.
- Improved usability and content-creation workflows by aligning learner needs, business objectives, and platform scalability.

Senior UX Designer

MedTrainer — Remote (Contract) | Mar 2021 – Jun 2021

- Supported a Sketch → Figma migration, modernizing the design workflow and improving cross-team collaboration.

Product / UX Designer

2BCore — Querétaro, MX | Apr 2019 – Mar 2021

- Delivered UX across three client projects spanning banking, e-learning, and insurance — producing end-to-end flows, wireframes, interactive prototypes, and UI systems.
- Led UX for an enterprise API Governance Platform, redesigning a fragmented, email-based approval process into a structured workflow system.
- Facilitated discovery workshops directly with enterprise API-consumer companies to map approval bottlenecks and define governance requirements.
- Delivered wireframes, interactive prototypes, and UI specs that achieved 5× faster approval turnaround and centralized 150+ monthly requests.

Earlier experience (2013–2019) spans UX and graphic design roles across agency and in-house environments. Details available at luison.io.

SKILLS

UX & Research: User Personas, Journey Mapping, Usability Testing, A/B Testing, Accessibility (WCAG), Information Architecture, Product Discovery, User Flows

UI & Design Systems: Figma (Expert), Design Tokens, Shadcn, Material Design, Component Libraries, Dark/Light Mode Systems, Dashboard Design, Responsive Design

AI & Innovation: AI x Design Thinking (IDEO U), Prompt Engineering, AI-Driven Prototyping, AI-Augmented Research, AI-Powered Workflow Integration, Workflow Automation

Leadership: Design Practice Management, Designer Mentoring, Hiring & Interviews, Design Critique Facilitation, Stakeholder Management, Agile Product Teams

Collaboration: Jira, Confluence, Notion, Miro, GitHub (basic), Cross-functional Collaboration, Technical Handoff, Design-to-Dev Bridge

Tech (basic): HTML, CSS — comfortable QA-ing implementations and collaborating directly with frontend engineers

CERTIFICATIONS & EDUCATION

- AI x Design Thinking — IDEO U, 2025
- AI for UX Design — Interaction Design Foundation, 2025
- Agile Methods for UX — Interaction Design Foundation, 2025
- Scrum Master Certification — CertiProf, 2020
- Design Thinking Certification — CertiProf, 2020
- Bachelor's in Graphic Design — Universidad del Valle de México, 2012