

Ron Cueto, Senior Product Designer

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Summary

Senior Product Designer with 10+ years of experience designing web and mobile apps that balance user needs with business goals. I specialize in building and evolving design systems, leading end-to-end product design across platforms (iOS, Android, Web, tvOS), and mentoring designers in collaborative, agile environments. I thrive in fast-moving teams, especially those solving meaningful problems through thoughtful interaction and visual design. Most recently, I've worked on responsive streaming platforms, content detail UX, and cross-platform design system governance.

Core Qualifications

Cross-Platform Product Design

Delivered end-to-end UI for native iOS/Android, responsive web, and tvOS apps—tailored to each platform's strengths and constraints.

Design System Leadership

Led the transition from Sketch to Figma; built scalable component libraries with nested variants, tokens, and platform-specific UI. Advocated for best practices and documentation across teams.

Client-Ready Communication & Prototyping

Comfortable presenting concepts to stakeholders, from executive demos to async design critiques. Created high-fidelity Figma prototypes with clear specs and dev handoff notes.

User-Centred Problem Solving

Synthesized insights from user interviews and moderated testing sessions to inform design strategy and improve discoverability, navigation, and content hierarchy.

Mentorship & Culture Building

Mentored junior designers at Springboard and on cross-functional teams; supported design critiques and encouraged shared standards for quality.

Professional Experience

Senior Product Designer – Freelance | Aug 2024 – Present

- Led UX/UI design for a luggage eCommerce website, including client discovery, competitive analysis, wireframes, and high-fidelity mockups; collaborated with an overseas development team and delivered design specs and QA feedback for build-out.
- Designed and built a public speaker's website using WordPress and Elementor, translating Figma designs into a responsive front-end experience.

- Created pitch prototypes for luxury resort websites, conducted market research and presented lo-fi wireframes to communicate design vision; clients ultimately did not proceed.

Senior Product Designer – Corus Entertainment | Jan 2021 – Oct 2024

- Led UX/UI design for streaming apps across iOS, Android, Web, and tvOS, including show detail pages, content lists, and responsive site redesigns.
- Rebuilt the design system in Figma with platform-specific variants and documented tokens, patterns, and templates.
- Delivered prototypes, flows, and component specs across sprint cycles; collaborated closely with developers, QA, and PMs.
- Conducted and observed user interviews using Userlytics to validate and iterate on new features.
- Improved design delivery processes and coached peers in remote, async workflows.

UX/UI Mentor – Springboard | Jan 2021 – Dec 2024

- Mentored aspiring UX/UI designers through career transitions by providing design critiques, portfolio feedback, and strategic career advice.
- Reviewed capstone projects for usability, accessibility, and industry alignment.
- Facilitated discussions on UX tools, collaborative processes, and design career growth.

Senior Product Designer – Tier1 Financial Solutions | 2018 – 2021

- Led the UX/UI design of enterprise financial tools and dashboards for internal teams and external clients.
- Designed interfaces that clarified complex data workflows and ensured usability across screens.
- Created and maintained a reusable UI component library to unify the product experience.
- Conducted usability tests with internal stakeholders and facilitated design reviews to validate functionality.

Senior Product Designer – Palsio Inc. | 2014–2017

- Designed onboarding flows and in-app user education for B2B and B2C platforms across desktop and mobile.
- Delivered end-to-end design from wireframes and prototypes to dev-ready assets.
- Partnered with developers to ensure accessible and performant UI implementations.
- Supported product launches with pitch decks, investor presentations, and visual collateral.

Senior Interactive Art Director – Leo Burnett Toronto | 2010–2012

- Directed digital campaigns and interactive content for major brands including IKEA, Kellogg's, and Bell.

- Delivered concepts and executions for websites, banner ads, games, social media content, and mobile experiences.
- Collaborated with external vendors to produce animations, motion design, and campaign microsites.

Skills & Expertise

- Design: Figma, Sketch, Adobe XD
- Platforms: iOS, Android, Web, tvOS, SaaS
- Prototyping: Wireframing, High-Fidelity UI, Interactive Prototypes
- Research: User Interviews, Usability Testing, Competitive Analysis
- Collaboration: Agile/Scrum, Developer Handoff, Stakeholder Presentation
- Visual Design: Photoshop, Illustrator
- Tech Knowledge: HTML, CSS, JavaScript (basic)

Portfolio & References

Portfolio: roncueto.com

References supplied upon request