

Ron Cueto, Product Designer

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Summary

Senior Product Designer with 10+ years of experience simplifying complex workflows across web and enterprise SaaS products. I turn dense requirements into intuitive, efficient experiences that reduce friction and improve task completion, with a strong focus on design systems, cross-platform UX, and the delivery of scalable solutions through close collaboration with product and engineering teams.

Core Skills

- **Product Design:** End-to-End UX, Complex Workflow Design, Wireframing, High-Fidelity UI, Prototyping
- **Systems Thinking:** Design Systems, Component Libraries, Tokens, Scalable Patterns, Cross-Platform Consistency
- **Research & Validation:** Usability Testing, Concept Validation, Competitive Analysis, Behavioural Insights
- **Data & Iteration:** Designing with user behaviour in mind; using analytics and feedback to validate and refine flows
- **AI-Assisted Design:** Figma Make, AI prototyping workflows, rapid concept validation using generative tools
- **Tools:** Figma, Sketch, Adobe XD, InVision, Userlytics, Maze
- **Collaboration:** Agile, Product Discovery, Developer Handoff, Stakeholder Alignment, QA Support
- **Accessibility:** WCAG-aware design, usability and inclusive interface best practices

Experience

Senior Product Designer – Freelance | Aug 2024 – Present

- Simplified client workflows by translating ambiguous requirements into structured user flows and interfaces, reducing decision friction and improving delivery clarity
- Delivered end-to-end UX/UI from discovery through high-fidelity design, helping teams move from concept to implementation with fewer iteration cycles
- Built developer-ready specifications and partnered on front-end implementation, improving design accuracy and reducing handoff gaps

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

- Led product design for Global TV's cross-platform streaming experience (web, iOS, Android, tvOS), simplifying navigation and improving content discovery across multiple user journeys
- Reduced friction in content management workflows by replacing all-or-nothing actions with targeted interactions, allowing users to complete tasks in a single flow instead of clearing entire histories
- Designed a watch history management feature that introduced flexible, user-controlled actions, aligning the experience with modern streaming expectations
- Improved content discovery by restructuring show metadata and introducing a grid-based layout, enabling faster scanning and reducing interactions needed to evaluate new content
- Rebuilt the design system in Figma using reusable components, tokens, and platform-specific variants, reducing design iteration time by ~30–40% and improving cross-platform consistency

- Delivered documented specifications and a shared component library that contributed to a ~25% reduction in UI-related QA issues, improving implementation accuracy and reducing rework
- Used qualitative insights, usability feedback, and internal behavioural signals to iterate on workflows; comfortable leveraging analytics tools such as Pendo to further validate and optimize user flows
- Partnered with product stakeholders to align UX decisions with content presentation, platform expectations, and user behaviour across devices

Senior Product Designer — Tier1 Financial Solutions | 2018 – 2021

- Led design for enterprise SaaS tools used by investment banking and research teams, simplifying complex workflows across CRM, deal management, and compliance systems
- Simplified multi-step workflows for data entry, interaction logging, and approvals, reducing steps required to complete key tasks by ~35% through clearer UI patterns and consolidated navigation
- Streamlined daily workflows for high-frequency users, improving task completion speed by ~25% for key actions such as call reporting, deal updates, and client interaction logging
- Reduced cognitive load in data-heavy interfaces by restructuring layouts and prioritizing key information, improving clarity and reducing errors in compliance-sensitive workflows by an estimated ~15%
- Built and maintained a unified design system as a single source of truth for UI patterns, enabling faster feature development and more consistent user experiences across web and mobile
- Collaborated closely with engineers to ensure designs aligned with technical constraints, reducing rework and improving delivery efficiency

Senior Product Designer – Palsio Inc. | 2014 – 2017

- Served as sole product designer across two venture-stage products, owning design from competitive analysis through high-fidelity UI and developer handoff
- Designed mobile experiences for both consumer and business users, using familiar interaction patterns to reduce onboarding friction and improve engagement
- Replaced a fragmented review flow with a structured, step-based experience, reducing user confusion and improving completion clarity while enabling a cleaner implementation for developers

Skills & Expertise

- **Design:** Figma, Sketch, Adobe XD
- **Platforms:** iOS, Android, Web, tvOS, SaaS
- **Prototyping:** Wireframes, High-Fidelity UI, Interactive Prototypes
- **Research:** User Interviews, Usability Testing, Competitive Analysis
- **Technical & CMS Tools:** HTML, CSS, JavaScript (basic), WordPress
- **Additional:** Growth UX, Conversion Optimization, A/B Testing Concepts

Portfolio & References

Portfolio and Case Studies: www.roncueto.com

References supplied upon request