

Jeffrey Perez

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Product Designer

Product Designer with experience across SaaS, CRM, and financial products, specializing in simplifying complex workflows into intuitive, scalable experiences. Skilled in end-to-end product design, user research, accessibility, and design systems, with a strong focus on cross-functional collaboration and business impact.

WORK EXPERIENCE

Humanitru • Richmond, VA – Remote • 04/2025 – Present

Product Designer • Full-time

- Lead end-to-end product design across Humanitru's nonprofit CRM platform as the primary product designer, partnering directly with executives, product managers, engineers, customer success, and sales teams.
- Designed and launched Opportunities, a major donor and fundraising pipeline management solution that enables nonprofits to track prospect cultivation, solicitation, stewardship, and fundraising performance.
- Redesigned the Constituent Profile experience, improving information architecture and streamlining access to donor, membership, relationship, and engagement data.
- Established and documented Humanitru's design system and component library, creating scalable standards that improve design consistency and development efficiency.
- Partnered with engineering to identify platform performance bottlenecks and redesign high-impact workflows to improve usability and responsiveness.
- Conduct customer interviews, usability testing reviews, stakeholder workshops, and design critiques to validate solutions and guide product decisions.
- Collaborated on the redesign of Humanitru's marketing website, translating updated brand standards into production-ready Webflow experiences.

Bridge • Lehi, UT – Remote • 01/2025 – 04/2025

Product Designer • Part-time

- Designed business valuation workflows used by lenders, business owners, and administrators to streamline valuation requests and certification processes.
- Created dashboards, valuation management experiences, and business health score visualizations to improve data comprehension and decision-making.
- Collaborated with stakeholders to simplify complex financial workflows through user-centered design and iterative feedback.
- Partnered closely with engineering and leadership to align product strategy, business requirements, and user needs.

FIS • Jacksonville, FL – Remote • 09/2023 – 12/2024

Senior Product Designer • Full-time

- Led end-to-end design efforts for enterprise B2B and B2C financial products, collaborating with cross-functional teams to deliver user-centered experiences.
- Conducted UX audits that identified more than 120 usability and accessibility improvements, supporting WCAG 2.2 AA compliance initiatives.
- Facilitated design workshops and sprint activities to align stakeholders and accelerate solution development.
- Led design efforts for Credit Insights in partnership with Array, helping deliver a feature that increased user engagement by 20%.
- Collaborated with product managers, researchers, business analysts, and engineers to define requirements, improve workflows, and solve complex design challenges.
- Ensured design quality throughout implementation by partnering closely with development teams and participating in iterative reviews.

Moment Studio • Miami, FL – Remote • 10/2022 – 09/2023

UX/UI Designer • Part-time

- Designed web and mobile experiences for startup clients across multiple industries.
- Conducted usability testing, user research, information architecture reviews, and design validation exercises.
- Produced wireframes, prototypes, user flows, and high-fidelity designs that improved usability and supported business goals.
- Developed and maintained design systems and reusable component libraries to improve scalability and consistency across projects.

EDUCATION

Bachelor in Business Administration in Major in Marketing

Polytechnic University of the Philippines • Sta. Mesa, Philippines

SKILLS

Design Tools: BrowserStack, Claude Code, Codex, Figma, Google Suite, Jira, Loom, Microsoft Suite, Miro, UserTesting, Zoom

Design Skills: Ally, Design Composition, Design Systems, Design Thinking, Information Architecture, Interaction Design, Mobile App Design, Mockups, Product Design, Prototyping, Style Guide, Typography, User Experience Design, User Flows, User Interface Design, Visual Communication, WCAG, Web Design, Wireframing

Research Methods: Analytical Mindset, Design Research, Empathy Mapping, Information Architecture, Personas, Qualitative Research, Quantitative Research, Site Mapping, Usability Testing, User Flows, User Interview, User Journey, User Research, User Stories

Soft Skills: Active Listening, Adaptability, Agile Mindset, Analytical Thinking, Attention to Detail, Autodidact, Collaboration, Communication, Continuous Learner, Critical Thinking, Empathy, Growth Mindset, Innovative, Leadership, Problem Solving, Receptive to Feedback