José Pablo Campos

Senior Product Designer | Product Management & Digital Transformation

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Professional Summary

Senior Product Designer and Industrial Design Engineer with **5+ years of experience designing digital products** across enterprise applications, retail, financial services, and e-commerce. Specialized in B2B SaaS and Enterprise UX, B2B onboarding, analytics dashboard design, complex workflow optimization, navigation redesign, and scalable design systems.

Advanced Figma proficiency, including component architecture, variants, Auto Layout, shared libraries, and high-fidelity interactive prototyping. Experienced in translating complex business requirements and datasets into intuitive digital experiences that support commercial operations, merchandising, sales performance, and marketing analytics.

Strong background in brand visual language, brand consistency, UX research, information architecture, and user-centered design. Experienced collaborating with Product Managers, engineers, data analysts, and business stakeholders to deliver scalable, technically feasible, and visually cohesive digital products.

Core Competencies

- **Enterprise & B2B SaaS:** Enterprise Product Design · B2B Onboarding · Guided Product Walkthroughs · Role-Based Experiences · Complex Workflow Optimization · Product Adoption
- **Analytics & Merchandising:** Analytics Dashboard Design · Business Intelligence UX · Data Visualization · Commercial Analytics · Retail Merchandising Analytics · Sales Performance · Marketing Campaign Analytics · KPI Reporting
- **Advanced Figma & Design Systems:** Component Architecture · Components & Variants · Auto Layout · Shared Libraries · Design Tokens · Atomic Design · Interactive Prototyping · Developer Handoff
- **UX & Interaction Design:** Navigation Redesign · Information Architecture · User Flows · Journey Mapping · Responsive Design · Accessibility · Progressive Disclosure
- **Visual Design & Branding:** Brand Visual Language · Brand Consistency · Visual Hierarchy · Typography · Digital Merchandising · E-commerce UX
- **Research & Collaboration:** UX Research · Usability Testing · Card Sorting · Heuristic Evaluation · Stakeholder Management · Agile · Scrum · Cross-functional Collaboration

Professional Experience

Senior Product Designer
Walmart Central America
2024–Present

- Design and evolve B2B-style enterprise applications and data-driven digital products supporting retail operations, commercial strategy, and business decision-making across Central America.
- Lead analytics dashboard design across commercial, sales, merchandising, and marketing domains, transforming complex datasets and KPIs into actionable insights.
- Design reporting interfaces that enable stakeholders to analyze sales performance by product, category, and store, as well as monitor digital marketing campaign performance.
- Design B2B onboarding experiences for enterprise applications and analytics dashboards, implementing guided product walkthroughs, onboarding breadcrumb patterns, contextual guidance, and user manuals to facilitate product adoption and feature discovery.
- Simplify complex enterprise workflows through navigation redesign, information architecture, role-based experiences, advanced filtering, and progressive disclosure.
- Demonstrate advanced Figma proficiency through scalable component architecture, reusable components, variants, Auto Layout, shared libraries, and high-fidelity interactive prototypes.
- Apply and extend Walmart's Living Design System, ensuring brand visual language, component consistency, visual hierarchy, and technical scalability across enterprise products.
- Conduct UX research, stakeholder workshops, user interviews, and iterative usability testing to validate design decisions and identify product improvement opportunities.
- Collaborate with Product Managers, software engineers, architects, data analysts, and business stakeholders throughout the product lifecycle, from discovery to implementation.
- Leverage AI-powered tools and functional prototyping to accelerate design exploration, technical validation, documentation, and developer handoff.

Lead UX/UI Designer
Grupo Financiero CAFSA
2022 – 2024

- Led the UX/UI redesign of corporate web platforms and mobile payment experiences, focusing on navigation redesign, information architecture, usability, and customer journey optimization.
- Leveraged advanced Figma capabilities to develop user flows, wireframes, reusable components, variants, Auto Layout, and high-fidelity interactive prototypes.
- Developed a scalable design system with reusable component architecture, standardized interaction patterns, and visual guidelines to ensure consistency across digital products.
- Translated corporate brand visual language into cohesive digital experiences through typography, color systems, iconography, and visual hierarchy.
- Designed promotional campaigns, point-of-purchase materials, and merchandising-related communication, ensuring brand consistency across physical and digital touchpoints.
- Conducted UX research, user interviews, journey mapping, and usability testing to identify friction points and validate design decisions.
- Collaborated with business and technology stakeholders to translate complex financial requirements into intuitive, accessible, and scalable digital solutions.

Professional Experience (Continued)

Freelance UX Researcher
SIT
2023 – 2024

- Developed corporate branding and visual identity solutions, establishing a cohesive brand visual language across digital and physical communication channels.
- Led a multi-phase UX research initiative supporting the redesign of the company's corporate website, navigation, and digital experience.
- Conducted surveys, focus groups, usability audits, and qualitative research to identify user needs, behavioral patterns, and business opportunities.
- Synthesized research findings into actionable recommendations for navigation redesign, information architecture, and user-centered digital experiences.
- Collaborated with stakeholders to align product design decisions with brand consistency, business objectives, and customer expectations.

Freelance UX/UI Designer
SJO Turismo / Municipalidad de San José
2020-2022

- Designed a mobile tourism product focused on cultural exploration, route planning, navigation, and accessible digital experiences.
- Developed a scalable design system in Figma using Atomic Design principles, reusable component architecture, and standardized visual and interaction patterns.
- Created user flows, journey maps, wireframes, and high-fidelity interactive prototypes to simplify complex navigation and route-planning experiences.
- Conducted task-based usability testing with 15 participants across three user personas, evaluating task completion, navigation efficiency, and interaction patterns.
- Iterated product designs based on qualitative and quantitative research findings, prioritizing usability, accessibility, and visual consistency.
- Collaborated with multidisciplinary teams from TEC and local government stakeholders, supporting product discovery, requirements definition, and Agile product development.

Selected Portfolio Case Studies

OneDesk | Walmart Central America
B2B SaaS & Enterprise UX · Complex Workflows · Design Systems

- Designed a unified enterprise platform integrating three operational modules and role-based experiences for five distinct user profiles.
- Applied Walmart's Living Design System, leveraging reusable components, design tokens, official iconography, and standardized interaction patterns to ensure brand consistency and scalability.
- Designed advanced filtering, bulk actions, registration flows, approval workflows, and comprehensive interface states.
- Developed functional HTML/CSS/JavaScript prototypes to support technical validation and engineering handoff.
- Supported projected annual operational savings of $434,000 and a targeted 5% reduction in print volume.

Enterprise Analytics & Commercial Intelligence | Walmart Central America
Analytics Dashboard Design · B2B Onboarding · Merchandising · Advanced Figma

- Designed commercial, sales, merchandising, and marketing dashboards supporting data-driven business decisions.
- Developed reporting interfaces for analyzing sales performance by product, category, and store, as well as digital marketing campaign performance.
- Designed B2B onboarding experiences through guided product walkthroughs, breadcrumb-based onboarding patterns, contextual guidance, and user manuals.
- Leveraged advanced Figma component architecture, variants, Auto Layout, shared libraries, and reusable data visualization components to ensure design consistency and scalability.

CecoApp | Cecotec — Master's Project
Advanced Figma · Component Architecture · Navigation Redesign · Digital Merchandising

- Designed a mobile e-commerce experience supported by a scalable Atomic Design system in Figma, including reusable components, variants, visual foundations, and page templates.
- Conducted open card sorting research with 31 participants, obtaining 16 complete responses across 45 content cards to inform navigation redesign and information architecture.
- Designed digital merchandising experiences through product discovery, category navigation, advanced filtering, product comparison, and personalized shopping journeys.
- Developed high-fidelity interactive prototypes, maintaining Cecotec's brand visual language and visual consistency throughout the experience.
- Validated four core user journeys through task-based usability testing and iterative design improvements.

E-commerce Experience Analysis | Walmart Central America
Retail UX Research · Digital Merchandising · Customer Experience

- Evaluated digital shopping journeys, product discovery, category navigation, promotional interactions, and checkout experiences.
- Analyzed usability barriers and customer behavior to identify opportunities for improving digital merchandising and purchase journeys.
- Translated qualitative and quantitative research findings into actionable product design and usability recommendations.

Education

- **Bachelor of Industrial Design Engineering** - *Instituto Tecnológico de Costa Rica (TEC) (2023)*
- **Specialization in Creative UX/UI** - *LCI Veritas (2024)*
- **Master’s in User Experience Design** - *UNIR (2026)*

Languages

- **Spanish** (Native)
- **English** (Advanced)
- **Portuguese** (Beginner)

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