

Diana Carolina Gutierrez

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Portfolio www.becreativeux.com

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Product Designer focused on turning product vision into clear, useful experiences that support users, business goals, and long-term growth. I enjoy working across strategy and detail, connecting design, leadership, and engineering.

I've worked both independently and within product teams, using my software engineering background to connect design and engineering in a practical way. Across fintech, SaaS, and enterprise platforms, I help turn complex ideas into clear product experiences through discovery, information architecture, prototyping, design systems, and AI-enabled workflows.

SELECTED EXPERIENCE

- Founder & Product Design Lead** 2026 — PRESENT
Semantik / AI-enabled design systems
 - Building the product direction for an AI-enabled design systems tool. Using AI models and a structured council workflow to explore requirements, challenge assumptions, and shape clearer workflows between design and engineering.
- Product UX Designer** 2024 — 2026
Titanbay / Fintech · Private Markets
 - Designed UX flows for private market investment platforms supporting wealth managers and investors.
 - Simplified complex investment processes into clearer user journeys and information architecture.
 - Created a unified product experience across fund structures for front-office and operational users.
- Product Designer** JUN — OCT 2023
Dealfront / Leadfeeder / B2B SaaS
 - Supported the restructuring of Connect into a cross-platform solution across the Dealfront ecosystem.
 - Reviewed existing features, user needs, and business constraints to define a clearer product direction.
 - Created user flows and information architecture to simplify complex workflows.
 - Used research, analysis, and prototyping to inform product decisions and improve user experience.
- Lead UX Product Designer** JUL 2022 — MAR 2023
The Keyholding Company
 - Championed a design-first culture through quarterly workshops, increasing stakeholder buy-in by 80%.
 - Led a user research program (30+ interviews) identifying critical pain points that shaped the product roadmap.
 - Improved task completion rates by 35% and reduced support tickets by 20% through data-driven iterations.
 - Integrated design into Agile sprints, enabling consistent two-week release cycles.
- Head of UX/UI** FEB 2021 — JUN 2022
1account
 - Built the design team from 0 to 3 designers, establishing workflows that reduced handoff time by 40%.
 - Redesigned the sales dashboard, cutting report generation time by 60% and accelerating sales cycles by 25%.
 - Led end-to-end product design across web, mobile, and IoT interfaces for 50,000+ users.

EARLIER EXPERIENCE

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- UX Designer** — Reed Exhibitions 2019 — 2021
 - UX Designer** — YLD 2018 — 2019
 - UX Designer** — Edgefolio 2017 — 2018
 - Software Developer / UX Designer** — Octopus Investments 2012 — 2017
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CORE SKILLS

Product UX & Strategy

UX strategy · Product discovery · User journeys · Information architecture

Design Systems

Component design · Tokens and theming · Design-to-dev handoff

Development

HTML / CSS · React · Git · Design-engineering collaboration

AI-Enabled Workflows

Claude · Cursor · AI-assisted discovery and prototyping

Research & Testing

User research · Usability testing · Workshop facilitation · Miro

Leadership

Team building · Mentoring · Cross-functional alignment · Stakeholder workshops

TOOLS

FIGMA

FIGMA MAKE

SKETCH

CLAUDE

CURSOR

REPLIT

MIRO

GIT

NOTION

EDUCATION & INTERESTS

BSc Software Engineering

Kingston University 2008

Certifications

Design Thinking Framework 2023

UX Management 2020

UX / UI Design 2018

Interests

Traveling · Food & Culture · Art · Cycling · Yoga · Psychology · Tech · Design

Languages

English · Native fluency
Spanish · Native