

# Juan Manuel Cornejo

Product Designer

hola@juanmnl.com

(+593) 996-354-078

Quito, Ecuador

juanmnl.com | github.com/juanmnl

## ABOUT

Product designer with 20+ years across enterprise, industrial, and human rights technology. I turn complex systems into clear interfaces—and build the prototypes to prove they work. From Flash to AI-assisted tools, I've shipped design systems, led cross-functional teams, and delivered products used by thousands worldwide.

Fluent in Spanish, English, and French. Conversational Portuguese.

## EXPERIENCE

### Product Designer & Consultant

Freelance

Aug 2025 – Present · Remote & On-site

- Consulting for Uwazi (Huridocs) on brand strategy, web presence, and product design for the app.
- Designed brand identity and built a Framer website for a hospitality business, from concept to launch.
- Partnering with local businesses on visual identity, web presence, and digital product strategy.
- Building and shipping functional prototypes and marketing sites using Framer and React.

### Lead Product Designer

Huridocs

Oct 2021 – Aug 2025 · Remote

- Led modernization of Uwazi, a documentation platform serving 4,000+ users across 150+ human rights organizations worldwide.
- Designed AI-assisted workflows that reduced data extraction time by 60% for non-technical users.
- Created Preserve, a browser extension for secure, tamper-proof evidence collection adopted by legal teams globally.
- Built a 70+ component design system that cut UI development time by 35%.
- Partnered with PMs, engineers, and researchers in cross-functional squads of 5-10.

### Senior Product Designer

Lumentalta (Cleverttech)

Jan 2018 – Oct 2021 · Remote

- Designed enterprise B2B platforms for clients in fintech, healthcare, and logistics.
- Led UX for Katoen Natie's industrial automation platform, digitizing railcar operations handling 500+ units daily.
- Delivered consistent multi-platform experiences across web, mobile, and desktop.
- Worked directly with C-level stakeholders to align design decisions with business outcomes.

### Senior Experience Designer

ThoughtWorks

Mar 2016 – Dec 2017 · Ecuador, Brazil, Chile

- Led UX for digital transformation projects in retail, banking, and aviation across three countries.
- Ran 20+ design sprints and discovery workshops with cross-disciplinary teams.
- Introduced user research and design thinking practices to client organizations.

## Freelance Designer

Independent

2013 – 2016 · Ecuador, UK, Spain, USA, Mexico

- Designed and developed responsive websites for international clients using HTML, CSS, and JavaScript.
- Created brand identities, magazine layouts, and print collateral for businesses across five countries.
- Managed end-to-end projects from pitch to delivery across multiple time zones.

## UI/UX Designer

Azendoo

Jan 2011 – Apr 2013 · France

- Redesigned the full product interface for a collaborative productivity platform, improving engagement.
- Defined the brand identity and visual language from the ground up.
- Produced marketing materials that supported early-stage user acquisition.

## Art Director

Cycloboost

Sept 2010 – Feb 2012 · France

- Directed video and photography for product e-commerce and brand campaigns.
- Designed print brochures and retail materials for the cycling industry.
- Built and ran social media campaigns to grow the brand's online presence.

## Freelance Designer

Independent

2005 – 2010 · Ecuador, France

- Built interactive websites, CD-ROM presentations, and Flash-based experiences in the early web era.
- Produced commercial video and sound design for advertising across Ecuador and France.
- Created brand identities and visual systems for a wide range of clients and industries.

## SKILLS

**Design** Product Design · UX Research · Design Systems · Information Architecture · Prototyping

**Technical** Figma · Framer · HTML/CSS/JS · React · Claude Code · OpenCode · Adobe CS

**Domain** Enterprise Software · Industrial Applications · AI/ML Interfaces · Human Rights Tech

**Process** Design Thinking · Agile/Scrum · Workshop Facilitation · Usability Testing

## EDUCATION

**HCI Research Certificate** Université de Bordeaux, France (2011–2012)

**Sound Engineering** SAE Institute, Madrid (2002–2005)

**Linguistics** Universidad Católica del Ecuador (2002)