

Jacob Perez

Senior Product Designer

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Professional Summary

Senior Product Designer with 6+ years of experience designing product-led B2B and B2C experiences. Specialized in simplifying complex workflows into clear, actionable outcomes, driving discovery, and delivering scalable, intuitive products that create real customer and business value. Strong design storyteller who partners closely with product, engineering, and design teams to ship high-impact solutions

Core Skills

Product Design • UX/UI Design • AI-Assisted Experiences • Design Storytelling • Discovery & Research • B2B & B2C UX • Product-Led Growth • Systems Thinking • Scalable Solutions • Cross-Functional Collaboration • Prototyping • Design Strategy • Design Systems • User-Centered Design • Agile Teams

Professional Experience

Senior Product Designer — Wells Fargo

Apr 2022 – Present | Hybrid, USA

- Designed and delivered user experiences for large-scale digital products used by millions of customers
- Led discovery efforts to understand user needs, workflows, and pain points, translating insights into clear product direction
- Designed intuitive, end-to-end experiences that simplified complex tasks into clear, actionable flows
- Balanced user needs, business goals, and technical constraints to deliver scalable, high-impact solutions

- Partnered closely with product managers, engineers, researchers, and design system teams throughout the product lifecycle
- Used storytelling and clear rationale to communicate design decisions to cross-functional partners and leadership
- Rapidly prototyped and iterated on concepts to explore solutions and validate direction
- Contributed reusable patterns and components to shared design systems to support consistency and scale
- Collaborated with other designers through critiques, feedback, and shared problem-solving

UX/UI Designer (Product Owner) — Brigham Young University, Office of Information Technology

Mar 2019 – May 2022 | Provo, UT

- Owned UX and product design for enterprise systems serving thousands of users
- Led discovery, research, and stakeholder alignment to understand complex user needs
- Designed holistic, scalable solutions across multiple workflows and user types
- Communicated design direction through storytelling, presentations, and prototypes to executive leadership
- Facilitated collaboration across designers, engineers, and product partners
- Built systems and frameworks that balanced usability, operational needs, and long-term scalability

Education

Brigham Young University — Provo, UT

Bachelor of Science in Computer Science with a Minor in Design Thinking

Tools

Figma, Adobe XD, Photoshop, Illustrator, Framer, Prototyping Tools, Design Systems, Agile Tools

Languages

English (Native)

Spanish (Native)