

# Denisse Maturin – Product Designer

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## SUMMARY

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Product Designer with proven experience in transforming complex user challenges into intuitive experiences, leading end-to-end research methodologies and data-driven decision-making to improve measurable product outcomes.

## WORK EXPERIENCE

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### NexusClips – AI Content Creation Tool

Barcelona, Spain

Product Designer – Mobile & Desktop

Aug 2023 – Present

- Led **end-to-end research process** from data collection through Refiner to qualitative analysis and user interviews, synthesizing findings into **actionable insights** that shaped product development.
- **Shipped over 30+ initiative projects** to date, **consistently delivering high-impact features** on schedule.
- Optimized **onboarding and payment flows**, driving **13% increase in monthly revenue** over a 2-month period.
- Led **AI video editor redesign** resulting in **420% user growth** and **NPS increase** from +4 to +35 by implementing **research-driven improvements** to core editing functionality
- Developed **scalable design system** with standardized components supporting **multiple themes**, ensuring **consistent UX** while enabling **efficient implementation** of future features
- Worked closely with customer support to address user pain points, resulting in a **40% reduction in support tickets** related to UI issues.

### Connou

Remote

UI/UX Designer (Freelancer) – Website

Apr 2023 – Aug 2023

- Successfully **redesigned the website**, transforming Connou into a **B2B2C product** for universities and corporate.
- Conducted **user interviews, surveys, competitive analysis, and market research**.
- Iteratively refined prototypes through **close collaboration with designers and developers**, ensuring seamless implementation
- Implemented data-driven design changes based on usability testing, leading to a **30% reduction in bounce rate**, **50% longer average sessions**, and a **25% increase in user-to-customer conversion**, significantly enhancing the product's ROI.

### TagAlong Memories

Barcelona, Spain

UI/UX Designer (Freelancer) – Mobile

Jan 2023 – Jul 2023

- Designed an **event planning app from scratch** as the only designer in a small team of 3 people, working part-time for 6 months.
- Conducted research with over 25 surveys and 10 interviews, finding that most users (82%) thought current event planning tools were complicated and **wanted a simpler solution**.
- Created a **focused app with 5 main features** based on what users needed, making it easier to plan events in **fewer steps** than before.
- Improved the "Add Friends" feature through testing and changes, **raising success rates from 0% to 90%**, and built a **design system** that helped the developer work 30% faster.

### Roadies Labs – Web3 NFT Marketplace

Remote

UX/UI Designer (Internship)

Jan 2022 – Dec 2022

- **Assumed key responsibilities in the design of marketplace and admin panel verticals** as the sole intern in the product design role.
- Acted as a collaborative partner in an agile development process, offering guidance for the implementation of the user interface, leading to seamless integration of design elements and a **reduction in development time**.

- Produced comprehensive design documentation that facilitated seamless communication and project execution, **leading to an accelerated development process.**
- Collaborated closely with the CEO, gaining a comprehensive understanding of **business goals and product requirements.**

### **ThorWallet – Web3 Self-custodial Wallet**

**Remote**

*Graphic Design (Freelancer)*

*Aug 2021 – Dec 2021*

- Created multiple design concepts that helped them successfully advertise their products, resulting in an **increase in user acquisition.**
- **Organise and catalog visual assets** in their digital asset management system.

### **Icon Plc – Clinical Trials Research**

**Mannheim, Germany**

*Project Associate*

*Jan 2019 – Jun 2021*

- **Initiated and managed up to 39 sites per study**, ensuring all necessary activities were completed on time and within budget.
- **Authored 50+ accurate study reports** and maintained comprehensive documentation for each trial.
- Established positive relationships with site staff, monitors, and sponsors, **leading to repeat business.**

### **Nutritec.mx – Nutrition Startup**

**Mexico City, Mexico**

*Lead Nutritionist, & Founder*

*Jan 2013 – Mar 2017*

- Founded and managed a private nutrition practice that evolved into a **revenue-generating startup with 3 employees.**
- Designed tailored nutrition plans that considered individual exercise, sleep, and food habits, **improving patient health outcomes significantly.**

### **SKILLS**

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**UX Design Tools** : Figma, Figjam, Jira, Refiner, HotJar, Mixpanel, Asana, Adobe Creative Suite, Miro

### **EDUCATION**

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**Monterrey Institute of Technology**

**Mexico city, Mexico**

*B.A. in Nutrition*

*Graduation Date: Dec 2012*

**UX Academy**

**Remote**

*Designlab bootcamp*

*Graduation Date: Oct 2021*