HUGO DIAZ

Product Designer (UX/UI) + Researcher │ AI-powered experiences

WORK EXPERIENCE

Lead Product Designer │ *VALYANT - HealthTech Wearables Startup*

OCT 2024 – PRESENT – HOUSTON, TX (REMOTE)

Evaluative UX Research & Usability Testing (Live app)

- Shipped live app closed beta: translated ring-sync & biometrics into flows and production UI; validated with 50+ users.
- Ran rapid feedback loop (moderated tests + in-app captures) that lifted the Resilience pathway to 92% NPS.

Multi-Platform Design System & Accessibility

- Built multi-platform design system; reducing design-to-dev handoff by 45% with tokens, variants, Auto Layout, Dev Mode.
- Documented 30+ components and aligned to WCAG 2.1 AA; improved consistency across onboarding/goals/notifications.

UX/UI Designer │ *PORVA - E-Commerce Brand*

OCT 2024 – PRESENT – HOUSTON, TX (REMOTE)

E-commerce UX and Brand System (Shopify + Amazon)

- Redesigned the Shopify experience end-to-end (IA + "Shop by goal" flows + trust/education content), iterating on key pages to help drive +70% sales.
- Built a scalable brand + UI system used across Shopify + Amazon + packaging (typography, components, reusable sections), including 4 compliant product labels and marketplace-ready assets.
- Rapid-prototyped and shipped new landing pages + creative variations using Figma + HTML/CSS, leveraging AI tools (LLMs + image generation) to explore concepts faster and refine messaging/visuals with stakeholders.

UX/UI Designer │ *Readtych - EducationTech Startup*

DEC 2023 – OCT 2024 – HOUSTON, TX (HYBRID)

E ink Custom OS UX Re-architecture (navigation + flows)

- Led user-centered redesign across 11 education apps; boosted design efficiency 70%, down to 4–16h/feature and 48h/app.
- Built E-ink–native, latency-aware UI with Engineering; shipped 11 apps in 8 months vs 3/13 mo (6× throughput).

Educational Web App Redesign (IA + accessibility)

- Reworked IA and end-to-end flows (12 sections, 25+ screens); simplified class & dashboards; cut navigation time ~30%.
- Created a 90+ component design system; fixed contrast/targets/hierarchy to meet WCAG 2.1 AA and drive +40% stakeholder investment.

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EDUCATION

Universidad de los Andes, Mérida, Venezuela

BA Arts

JUL 2019

Google UX Design Professional Certificate

SEP 2023

TOOLS

Figma
WordPress
Elementor
HTML/ CSS
Jira
Slack
Notion
Zeroheight
Linear

SKILLS

Ethnographic Observation
Heuristic Evaluation
User-centered Design
Prototyping
Design System
Usability Testing
User Research
Wireframing
Bilingual: English / Spanish