

Jose Velez Canales

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Profile

Product Design Lead with 15+ years of experience creating innovative digital and traditional experiences. Proven leadership in design strategy, cross-functional collaboration, and creative direction across mobile, web, print, and broadcast. Skilled in design systems, prototyping, UX research, and integrating AI tools to accelerate design workflows.

Experience

Product Design Lead | Money Group, Puerto Rico

May 2023 – Present

- Drive end-to-end product design, collaborating cross-functionally to translate business objectives into validated, user-centered solutions.
- Designed and implemented a career growth framework for designers, later adopted company-wide, enabling clear promotion pathways and advancement.
- Created a modular ad system for the Money homepage that increased revenue by 85% in two weeks and reduced production time by 50% through CMS integration.
- Implemented AI tools like Bolt.new and Claude AI to streamline workflows and ideation.

Senior Designer | Money Group, Puerto Rico

Jun 2019 – Apr 2023

- Produced high-conversion design work—including websites, landing pages, and infographics—that increased site traffic and engagement.
- Collaborated with marketing and content teams to execute digital design strategies that increased revenue.

Visual Designer | BOLD, Puerto Rico

Apr 2017 – Jun 2019

- Collaborated with designers, engineers, and marketers to deliver visually impactful websites that increased user acquisition and subscription growth.
- Ensured brand consistency through pixel-perfect interface design, strengthening brand recognition and awareness.

Senior Digital Art Director | J. Walter Thompson Worldwide

Apr 2015 – Mar 2017

- Led UX/UI for award-winning digital projects.
- Collaborated with copywriters to align digital art direction with creative strategy.
- Oversaw project development to maintain visual and creative quality.
- Clients: Jack Daniels, Heineken, Gatorade, Walgreens, Puerto Rico Tourism Co., Coppertone, Chef Boyardee, Finlandia.

Digital Art Director | Saatchi & Saatchi

Mar 2012 – Mar 2015

- Managed UX/UI design across platforms (websites, apps, banners, games).
- Supervised 3 designers, managed quotes and resource planning.
- Collaborated with Community Managers to deliver visual content for 20+ social communities.
- Clients: Toyota, Lexus, Wendy's, Pampers, Oreo, Clairol, Old Spice, Capri Sun.

Creative + Digital Art Director + Interactive Designer | Freelance

Jan 2008 – Mar 2012

- Delivered creative concepts and visual strategies for international campaigns.
- Managed project scopes, timelines, and budgets.
- Worked with agencies like Saatchi, JWT, BBDO, and more.
- Clients: Mercedes-Benz, T-Mobile, JC Penney, Walmart, Heineken.

Art Director | Euro RSCG

Jan 2007 – Jan 2008

- Directed brand visuals for multinational clients.
- Supervised creation of web campaigns and style guides.
- Clients: Panasonic, Walgreens, Jaguar, Lanco.

Senior Visual Designer | Eko Advertising

Apr 2006 – Jan 2007

- Created print and digital campaigns and directed junior designers.
- Managed preflight approvals and developed creative layouts.
- Clients: Antilles Insurance, Galería San Patricio, Willmar Windows, Voz Telephony.

Graphic Designer | Milestone Communications

Nov 2002 – Apr 2006

- Designed brand collateral for events and ad campaigns.
 - Prepared final art and supervised productions.
 - Clients: Radio Isla, La Feria del País, Universidad de Puerto Rico, Conoce Inc.
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Education

Elisava Escuela Superior de Diseño

Postgraduate Studies, Interactive Project Management + UX/UI Research and Design | 2011

School of Visual Arts

Summer Intensive, Flash Actionscript 3.0 | 2009

School of Visual Arts

Summer Intensive, PHP MySQL | 2009

Atlantic College

Masters, Graphic Design | 2003 – 2005

Escuela de Artes Plásticas

Bachelor's, Fine Arts | 1999 – 2002

Universidad de Puerto Rico

General Studies | 1997 – 1999

Software and Skills

- Figma | Adobe Creative Suite | Claude AI | Chat GPT | UserTesting.com
- Research, Branding, Design Systems, Interactive Prototyping
- Team Leadership & Mentorship
- Web, App, Print, Motion, and Social Media Design