

# JOSE VELEZ

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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

- Lead end-to-end design processes including ideation, concepting, execution, and testing.
- Implemented AI tools like Bolt.new and Claude AI to streamline workflows and ideation.
- Mentored and coached design team, creating a growth-focused team culture.
- Partnered with cross-functional teams to align product design with business objectives.

### **Senior Designer** / *Money Group*, Puerto Rico

Jun 2019 – Apr 2023

- Produced high-conversion design work including websites, landing pages, and infographics.
- Collaborated with marketing and content teams to execute digital design strategies.

### **Visual Designer** / *BOLD*, Remote

Apr 2017 – Jun 2019

- Worked with designers, engineers, and marketers to create visually impactful websites.
- Supported brand consistency through pixel-perfect interface designs.

### **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.

### **Interactive Design Manager / 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.

### **Sr. 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.

## **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

**Universidad Sagrado Corazón**

Spring Intensive, Flash Actionscript 2.0 | 2009

**Escuela de Artes Plásticas**

Intensive, InDesign | 2007

**Universidad Sagrado Corazón**

Publicidad Impactante | 2006

**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

**SKILLS**

- Sketch App, Figma, Adobe Creative Suite
- UX/UI Research, Design Systems, Interactive Prototyping
- Team Leadership & Mentorship
- AI tools for design (Claude AI, Bolt.new)
- Web, App, Print, Motion, and Social Media Design