Jose Velez Canales

PRODUCT DESIGN LEAD | UX STRATEGY | DESIGN LEADERSHIP

josevelezcanales@gmail.com | 787-232-7681 | Puerto Rico

PROFILE

Product Design Lead with 15+ years of experience bridging user experience, business goals, and emerging technology to build better products and meaningful experiences. Combining design leadership, product discovery, conversion optimization, experimentation, and AI-driven workflows to drive innovation, improve performance, and bring ideas to life across digital and traditional platforms.

CORE EXPERTISE

Product strategy & discovery • UX/UI design • Conversion optimization • Experimentation & prototyping
Design leadership & mentorship • Cross-functional collaboration • Design systems & brand governance
Research & validation • AI-enabled workflows • Digital experiences • Creative direction

PROFESSIONAL EXPERIENCE

Product Design Lead | Money Group, Puerto Rico

May 2023 – Present

- Lead end-to-end product design, aligning discovery, UX direction, and delivery with business objectives in partnership with product, engineering, marketing, and content teams.
- Created a designer career-growth framework later adopted company-wide, establishing clearer development and promotion pathways.
- Designed and launched a modular homepage advertising system that increased revenue by 85% within two weeks and reduced production time by 50% through CMS integration.
- Integrate AI tools into ideation and design workflows to accelerate exploration, streamline production, and support efficient collaboration.

Senior Designer | Money Group, Puerto Rico

June 2019 – April 2023

- Designed conversion-focused websites, landing pages, and infographics to support traffic growth, user engagement, and revenue goals.
- Partnered with marketing and editorial teams to translate business priorities into effective digital experiences and campaign design.

Visual Designer | BOLD, Puerto Rico

April 2017 – June 2019

- Collaborated with design, engineering, and marketing teams to deliver websites supporting user acquisition and subscription growth.
- Maintained brand consistency and high-quality interface execution across digital experiences.

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Digital Art Director | J. Walter Thompson Worldwide, Puerto Rico

April 2015 – March 2017

- Led UX/UI and digital art direction for award-winning projects, partnering with copywriters and multidisciplinary teams to bring creative strategies to life.
- Guided project development and quality across digital experiences.
- Selected clients: Jack Daniel’s, Heineken, Gatorade, Walgreens, Puerto Rico Tourism Co., Coppertone, Chef Boyardee, Finlandia.

Digital Art Director | Saatchi & Saatchi, Puerto Rico

March 2012 – March 2015

- Directed UX/UI design across websites, apps, banners, and games; supervised three designers and managed estimates and resource planning.
- Partnered with community managers to create visual content for 20+ social communities.
- Selected clients: Toyota, Lexus, Wendy’s, Pampers, Oreo, Clairol, Old Spice, Capri Sun.

Creative & Digital Art Director / Interactive Designer | Freelance, Puerto Rico

January 2008 – March 2012

- Developed creative concepts and visual strategies for international campaigns while managing project scope, timelines, and budgets.
- Collaborated with agencies including Saatchi & Saatchi, JWT, and BBDO.
- Selected clients: Mercedes-Benz, T-Mobile, JCPenney, Walmart, Heineken.

Art Director | Euro RSCG, Puerto Rico

January 2007 – January 2008

- Directed brand visuals and supervised the development of web campaigns and style guides.
- Selected clients: Panasonic, Walgreens, Jaguar, Lanco.

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Visual Designer | Eko Advertising, Puerto Rico

April 2006 – January 2007

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

Graphic Designer | Milestone Communications, Puerto Rico

November 2002 – April 2006

- Designed brand collateral for events and advertising campaigns, prepared final artwork, and supervised production.
- Selected clients: Radio Isla, La Feria del País, Universidad de Puerto Rico, Conoce Inc.

EDUCATION & PROFESSIONAL DEVELOPMENT

Elisava Escuela Superior de Diseño
Postgraduate Studies, Interactive Project Management + UX/UI Research and Design | 2011

Atlantic College
Master’s, Graphic Design | 2003–2005

Escuela de Artes Plásticas
Bachelor’s, Fine Arts | 1999–2002

School of Visual Arts
Summer Intensives, Flash ActionScript 3.0 and PHP/MySQL | 2009

Universidad de Puerto Rico
General Studies | 1997–1999

TOOLS & SKILLS

Design & prototyping: Figma, Adobe Creative Suite, interactive prototyping, design systems
Research & optimization: UX research, UserTesting.com, conversion optimization, experimentation
AI & workflow: ChatGPT, Claude AI, AI-assisted ideation and workflow optimization
Leadership: Team leadership, mentorship, cross-functional collaboration, creative direction
Experience: Web, app, print, motion, and social media design