Julio Jimenez

Product Designer | UX/UI Designer

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Portfolio: julio-portfolio.com | LinkedIn: linkedin.com/in/julio-jimenez-9a114a12b

US Permanent Resident (Green Card) | Open to on-site, hybrid, or remote

Languages: Spanish (native), English (professional working)

Summary

Product Designer with 7+ years designing web and mobile products for fintech, SaaS, and AI companies at Front10 in Miami. As Product Owner of WOXO, an AI video platform, I led a 15-person team of developers, designers, and marketers and owned product strategy, UX, and UI quality; we cut the annual loss from $404K to $34K and grew revenue from $76K to a $265K peak year. I design user flows, design systems, and high-fidelity UI in Figma, and build front-end in React and Next.js.

Skills

UX: User Research (customer interviews), User Flows, Wireframing, Prototyping, Information Architecture, Usability Testing, A/B Testing, Accessibility (WCAG)

UI and Visual: UI Design, Design Systems, Interaction Design, Visual Design, Brand Identity, Iconography, Responsive Web and Mobile, Generative AI UX

Tools: Figma, Cursor, GitHub, Vercel, Stripe

Front-end: TypeScript, React, Next.js, CSS, HTML, Component Development, Responsive UI, Tailwind CSS

Ways of working: Cross-functional Collaboration, Agile / Scrum, Product Ownership, Design-to-Code

Experience

Founder & Product Designer - Independent (Shoturo, Superfocus)

Miami, FL | Oct 2025 - Present

- Shoturo (shoturo.com): AI photo editor for car listings. Validated demand by talking to Turo hosts before building; designed and shipped end to end. Live with paying users, ~$600 revenue since Mar 2026 launch.
- Superfocus (superfocus.live): Pomodoro focus app for students with Spotify, Notion, and Todoist integrations; ~$300 revenue.
- Own the full product cycle: user problem, flows, UI, front-end build (Next.js, TypeScript), pricing, and launch.

Product Designer; Product Owner, WOXO (Mar 2023 - Feb 2026) - Front10

Miami, FL | Mar 2019 - Feb 2026

- WOXO (AI prompt-to-YouTube-Short platform): as Product Owner, led a 15-person team of developers, designers, and marketing, owning product strategy, UX, and UI quality.
- Cut WOXO's annual loss from $404K (2023) to $34K (2025), a ~92% reduction, and grew revenue from $76K (2023) to a $265K peak (2024).
- Scaled WOXO to 1,500 creators at peak and 325,000+ videos generated, with ~15–25% retention and ~2% conversion.
- Designed and shipped the creator dashboard, credit-based pricing, caption animations, Adobe Firefly integration, and direct YouTube publishing; introduced Scrum and ran weekly planning.
- Billshark (fintech client): created brand identity, custom typography, and icons; designed web and mobile UX for onboarding, bill submission, savings estimates, and subscription management with Billshark's Product Manager.
- Designed design systems, reusable UI components, marketing websites, and email campaigns for fintech, SaaS, and AI clients in agile teams.

Product Designer (Freelance) - A11ySolutions
Miami, FL | 2021 - 2022

- Redesigned the marketing website around a clear service architecture (audits, VPATs, design review, remediation, training) and a free-scan conversion CTA.
- Designed A11yAgent, an embeddable accessibility widget that gives end users on-page controls.

Education

Bachelor's in Visual Communication Design - University of Havana (2012 – 2017)

Google UX Design Certificate, in progress - Coursera (2021 – present)

Case studies (WOXO, Billshark, A11ySolutions, Shoturo, Superfocus): julio-portfolio.com