

César Luis Lara Campos

Product & UX Designer

+1 (786) 553-1115
cesarlara468@gmail.com
[LinkedIn](#)
cesarlaracampos.com

Profile

UX Designer with experience delivering end-to-end product design for B2B SaaS and consumer products. Strong background in user research and validation, with hands-on experience improving complex workflows, standardizing design patterns, and collaborating closely with product, engineering, and business stakeholders.

Education

Ironhack

UX/UI Design Certification

Oct 2022 – Apr 2023

Universidad Metropolitana

Bachelor in Liberal Studies

Sep 2013 – Feb 2019

Skills

Design & Research

End-to-end UX Design • User Research • Usability Testing • User Flows • Prototyping

Discovery & Validation

User Interviews • Task Analysis • Survey Design • Behavioral Analysis • Design Sprints

Design Systems & UI

Design Systems • Component Standardization • Design Tokens • Interaction Patterns • Style Guides

Collaboration

Workshop Facilitation • Stakeholder Alignment • Business Model Design • Product Discovery

Work Experience

Park Street

UX Designer

Apr 2024 – Feb 2026

- Owned end-to-end UX design for a B2B SaaS platform supporting compliance, logistics, finance, and accounting workflows, each with distinct user types, regulatory constraints, and operational dependencies.
- Conducted ongoing discovery across the product, combining stakeholder interviews with Hotjar behavioral analysis to surface how users navigated complex, multi-filter workflows. Research directly reshaped design priorities and surfaced constraints that requirements alone hadn't made visible.
- Shaped product direction and feature prioritization by translating ambiguous briefs into structured design opportunities; framing problems, conducting competitive research, and presenting design concepts to the Director of Product Development to align on scope and roadmap decisions.
- Evolved a disconnected UI kit into a structured design system by introducing token architecture, expanded component coverage, and the contribution governance that didn't previously exist, reducing component detachment and improving design output consistency across the team.

Tools

Figma • Antigravity • Miro •
Hotjar • Useberry • Trello •
Google Forms • ChatGPT •
Claude Code

Certifications

General Management
Programme — IESA

GotGame

Product Designer

Aug 2023 – Present

- Used field research to pressure-test core product assumptions before launch; running moderated usability tests, surveys, and interviews with 20+ participants to surface how users actually understood and navigated the platform's core mechanics.
- Translated research insights into structural design decisions, redesigning the core participation flow to resolve a fundamental mental model mismatch and informing an MVP strategy that reduced platform fragmentation.

Ecoem

Head of UX Research

May 2018 – Mar 2021

- Conducted research for startup and enterprise clients, combining user research, market analysis, and assumption validation to inform business model decisions and early product strategy.
- Led a team of up to three researchers while expanding into product-focused work; running usability tests, interviews, and A/B tests with a software development partner to validate core product assumptions before production.

TFA

Business Analyst

Nov 2021 – May 2022

- Facilitated stakeholder and customer workshops to align business needs, clarify requirements, and inform solution planning.