

# NEIL AGUINALDO

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## PROFESSIONAL SUMMARY

### Early-stage B2B SaaS Startups | Remote

#### **Lead Product Designer**, Apr '23 - Present

- Partnered with founders to define product strategy and feature prioritization, translating business goals and user research into phased development plans that balanced speed-to-market with long-term scalability.
- Owned end-to-end design—from research and discovery through MVP launch, new features, and iterative improvements.
- Defined design strategies that bridge user experience, business goals, and technical feasibility.
- Built and implemented design systems that improve efficiency, consistency, and cross-functional collaboration.
- Collaborated directly with founders, product managers, and engineers to drive product direction.
- Mentored teams on Figma best practices and scalable design workflows.

### Buoy | Remote

#### **Senior Product Designer**, Apr '22 - Apr '23

- Defined and standardized Figma workflows, component libraries, and file structures to improve collaboration across product and marketing teams.
- Designed enhancements for Buoy's consumer-facing mobile app and plasma donation center web application, including accessibility improvements and a new chat feature to increase user engagement.
- Championed UI/UX best practices, conducting usability testing and iterative design to optimize the user journey.

### Noteworth | Remote

#### **Director of Product Design**, May '20 - Dec '21

- Led the product design vision from MVP to enterprise-level SaaS platform, delivering 25+ new features for clinician, patient, and admin tools.
- Managed a team of 2 product designers, providing mentorship, design direction, and performance feedback to support their growth and maintain design quality across the platform.
- Shaped multi-year product strategy by synthesizing insights from 75+ customer interviews, competitive analysis, and business objectives to prioritize features that drove enterprise adoption and revenue growth.
- Partnered with engineering, product, and executive stakeholders to align product strategy, roadmaps, and design deliverables.

#### **Senior Product Designer**, Apr '17 - May '20

- Designed seamless multi-platform user experiences, leveraging user research and competitive analysis to inform product decisions.
- Created high-fidelity prototypes and design specifications to support agile development and ensure high-quality UI implementation.
- Developed scalable design systems for web and mobile to promote design consistency and reduce inefficiencies across projects.
- Managed 3 product designers (one in office, offshore resource and an intern), overseeing their day-to-day work, providing design feedback, and ensuring alignment with product goals and timelines.

#### **Product Designer**, Apr '16 - Apr '17

- Produced wireframes, flow diagrams, and visual designs to improve user experiences for healthcare providers and patients.
- Collaborated with engineering teams to implement UX solutions across mobile and web platforms.
- Supported company-wide design needs, including marketing, branding, and sales collateral.

## EDUCATION

University of Washington | Seattle, WA

Bachelors in Design, June '12  
Industrial Design Major

Olympic College | Bremerton WA  
Associate in Arts, June '08

## PERSONAL PROJECTS

### canon

Designed and built a Figma plugin that generates structured design system documentation directly on the canvas. Built with vanilla JS, the Figma Plugin API, and a Cloudflare Worker as an AI proxy. Pending Figma Community submission.

### aven (in progress)

Designing and building a local-first desktop app for AI conversation management. Built with Electron, React, TypeScript, and SQLite, aven features a three-panel interface, persistent conversation history, a coding agent with filesystem tools, and direct API connections to Anthropic, OpenAI, and Ollama. Built in public.

## AREAS OF EXPERTISE

UX/UI Design  
Design Systems  
Component Libraries  
Prototyping  
Wireframing  
User Research  
Usability Testing  
Cross-functional Collaboration  
Agile Methodologies  
Design Leadership & Mentorship  
Product Strategy  
Visual Design  
Accessibility (WCAG)

## SOFTWARE

Figma  
FigJam  
Claude  
ChatGPT  
Cursor  
Vercel  
Dovetail  
Lottie  
Photoshop  
Illustrator  
InDesign  
Premiere  
AfterEffects