

Jose Peruzzo

Senior Product Designer (UX/UI)

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EXPERIENCE

Self-employed

Senior Product Designer (UX/UI)

2023 – Present

Remote (EST)

- Directed brand and website modernization initiatives for non-profits in partnership with board members, shaping visual and UX strategy as well as producing print collateral to deliver a unified, strengthened brand presence.
- Conducted UX research for U-Haul’s van-sharing pilot, mapping customer journey and delivering actionable recommendations that informed the mobile app redesign.
- Provide ongoing UX consulting and visual design support for clients using WordPress and Shopify platforms, improving checkout flows and increasing conversions.

Wells Fargo Bank

Senior Visual/UI Designer

Nov 2018 – Nov 2020

San Francisco, CA (Hybrid/Remote)

- Visual design lead for the bank’s Paycheck Protection Program (PPP) loan application, which provided forgiveness of 280K+ loans totaling \$1.4B and preserved an estimated 1.7M small-business jobs during the COVID-19 pandemic.
- Delivered and documented Design System visual component specifications to support the migration from jQuery UI to a scalable and accessible React architecture for the account-opening workflow.
- Partnered with PMs, Content Strategists, and Small Business BU stakeholders to improve processes and elevate the user experience of account onboarding.

DocuSign

Art Director

Jun 2013 – Aug 2016

San Francisco, CA

- Art directed and managed campaign implementations for Web Revenue and Demand Generation teams, improving trial and subscription conversion rates by 4–12% through co-branded offers, responsive landing pages, and A/B testing.
- Visual design lead for the redesign of docusign.com and its purchase flow, collaborating with Product, Engineering, and Marketing to improve the docusign.com experience, subscription paths, and trial and purchase conversions.

Adobe

Art Director

Jan 2006 – May 2013

San Francisco, CA

- Art directed and supervised production designers for the creation of all pages and visual assets for the launch of Creative Cloud and CS6 Web Segment products.
- Presented designs to business stakeholders to support high-profile product launches and major CMS migrations, working closely with Web Engineering to deliver an improved user experience and site enhancements across adobe.com.

Accenture

Senior Multimedia Designer

Jan 2000 – Jun 2004

San Francisco, CA

- Designed interactive web experiences and multimedia content in collaboration with consulting partners to support business presentations and internal communications.

SUMMARY

Senior Product Designer specializing in UX/UI and visual design, enhancing enterprise, SaaS, and consumer products through clear interfaces, integrated visual systems, and user-centered design. Work with AI tools to improve end-to-end designs, user workflows, research, prototypes, and the creation of scalable design system documentation.

SKILLS

Product Design
Interaction Design
Design Systems
UX Research & Strategy
AI-Augmented Design
WCAG-compliant Design
Prototyping
Wireframing

TOOLS & PLATFORMS

Figma
Adobe Creative Suite
Anthropic Claude
Microsoft Copilot
Model Context Protocol (MCP)
Jira/Confluence
HTML/CSS

EDUCATION

Multimedia Studies Program
San Francisco State University
San Francisco, CA

Bachelor of Business Administration
Universidad de la República
Montevideo, Uruguay