

Juan Miguel Galarza Seidlitz

Product Designer | UX/UI

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PROFESSIONAL SUMMARY

Product Designer with 10+ years across UX/UI, brand systems, and end-to-end product design. Track record designing and shipping platforms in LegalTech and premium consumer products, from early-stage concept through pixel-perfect, developer-ready components. Experienced working fully remote across distributed teams, owning design end-to-end from strategy to execution. Builds AI-augmented design workflows (Claude Code, generative prototyping) to move faster from concept to high-fidelity output. English C2, German native, Spanish native.

EXPERIENCE

Quito Publishing House — Product Designer, Ideation and Feasibility

Quito, Ecuador | Oct 2025 - Present

- Design and validate new business concepts end-to-end, applying Lean Inception methodology to move from ambiguous ideas to structured, decision-ready design documentation.
- Produce user journey blueprints, scope and domain maps, and data provenance frameworks that translate business requirements into clear UX artifacts for engineering and stakeholder review.
- Run usability testing on wireframes and prototypes, iterating designs based on direct user feedback across multiple concurrent product initiatives.

Lexis — Product Designer, UX/UI (LegalTech and AI)

Quito, Ecuador | Oct 2024 - Apr 2025

- Designed an AI-powered legal research platform that became a key sales driver, translating complex legal workflows into intuitive user journeys adopted by thousands of users.
- Led the homepage redesign, improving conversion through a cleaner visual hierarchy and stronger information architecture.
- Delivered scalable, multi-device design components, accelerating development cycles through pixel-perfect collaboration with developers and PMs.

Heka — UX/UI Designer (LegalTech)

Remote | Jan 2025 - Mar 2025

- Streamlined mobile workflows for time-sensitive legal support, simplifying UI patterns to build user trust under pressure.
- Collaborated directly with developers and PMs to ensure precise, high-quality implementation.

Quore — Brand and Web Designer (Pre-Launch)

Remote | Sep 2024 - Present

- Led brand identity for a premium matchmaking service, translating a boutique, human-curated positioning into a full visual and verbal brand system.
- Designed the marketing website end-to-end, from information architecture to visual execution, reinforcing trust and exclusivity across the user journey.
- Commissioned and managed market research to validate positioning, target audience, and service model ahead of launch.

SKILLS

Design and Tools: Figma, Framer, Adobe Creative Suite (Photoshop, Illustrator), Blender.

Methods: end-to-end product design, wireframing, prototyping, interaction design, user research, usability testing, responsive design, accessibility, design systems, Lean Inception.

AI-Augmented Design: Claude Code, Midjourney, Adobe Firefly, Gemini — used for rapid prototyping, generative asset production, and structured design documentation.

LANGUAGES

English - C2 | German - Native | Spanish - Native

EDUCATION

Master's Degree in Interior Architecture (Dmad), Universidad Rey Juan Carlos, Madrid, Spain | 2018-2019

Bachelor's Degree in Communicational Design (Minors: Illustration and Advertising), Universidad San Francisco de Quito, Ecuador | 2006-2012

CERTIFICATIONS

Figma - Advanced Training (2024) | Webflow 101 Certification (2025) | Fast Track UX (2025) | Anthropic - Claude 101, Claude Code 101, Introduction to Claude Cowork (2026)