

Jesus Chaparro

Product Designer with backgrounds in education, fine arts, and carpentry.

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EXPERIENCE

Oct 22 – Mar 23

PRODUCT DESIGNER – BRANDI.AI

San Francisco, CA - Remote

- Delivered an MVP prototype that played a critical role in securing initial investor capital.
- Collaborated with the design team in developing new features to transform Brandi from image-generation to a video-focused AI platform.
- Ensured the design's feasibility and alignment with stakeholder vision and business goals.
- Conducted extensive market research, user interviews, and synthesized personas and user journeys to determine MVP product requirements.
- Designed a style and UI component kit to be utilized for development.

Jul 22 – Oct 22

PRODUCT DESIGNER – PNIMEET BIKE KITCHEN

Tel-Aviv, Israel

- Designed a responsive project management dashboard to optimize operations and support their planned expansion from 2 to 5 locations.
- Conducted on-site interviews, day-in-the-life studies, competitor research, and heuristic analysis of PniMeet's site to develop a volunteer journey, key flows, and requirements.
- Tested prototype with volunteers to validate decisions and gather feedback for iteration.
- Delivered a scalable design system for web, tablet, and mobile for developer handoff.

PROJECTS

Mar 23 – Apr 23

PROB CLIMBING

Independent Project

- Designed a climbing app for progress tracking, personalized training, and community connection, with a feedback platform for Gym Owners and setters.
- Conducted habit research, interviews, and competitive analysis to identify functionalities that met climbers' needs while increasing business opportunities.

EDUCATION

Nov 21 – Apr 23

UX ACADEMY- DESIGNLAB

Generalist Design Certificate. 500+ hours of intensive coursework, with real-world projects.

Aug 11 – May 15

WHITMAN COLLEGE

BA in Studio Art, Printmaking. Minors in Japanese and Economics.

SKILLS & TOOLKIT

Figma, Photoshop, Illustrator, 3D Scanning & Modeling, HTML & CSS, Webflow/No-Code Interviews, Research, Wireframing, Prototyping, User Testing, Design Systems, Dev Handoff