

NATHANIEL CRUZ

ROLE

SENIOR PRODUCT DESIGNER

PORTFOLIO

NATHANIELCRUZ.COM

Contact – 8135854056, nathanielcruz@icloud.com, 5753 Highway 85 N PMB 3325, Crestview, FL 32536

Bio – With over 21 years of professional experience as a Product Designer, I have a proven track record of leading design teams, shaping product strategy, and delivering user-centered, high-impact digital experiences. I excel at aligning design vision with business goals, fostering cross-functional collaboration, and mentoring teams to drive innovation and produce memorable, user-focused products. I am seeking a senior-level role where I can leverage my expertise to shape product direction, inspire design excellence, and contribute to collective success.

Skill – Product Design (UX/UI Design), Proficient in leading end-to-end product design processes, from user research and interaction design to high-fidelity prototypes and efficient design systems. Expertise in creating data-driven, user-centered designs that prioritize usability, accessibility, and aesthetics.

Auxiliary Skills – Art & Creative Direction (concept-to-execution, brand systems, visual storytelling), Front-End & Product Development (HTML, CSS, JavaScript, PHP, React, Next.js), Headless CMS & Content Architecture (Payload, Statamic, WordPress), Design-to-Code Workflow & UI Engineering, 3D Modeling & Visual Prototyping, Motion Design & UI Animation, Video Production (pre-production, editing, post-production), Lifestyle & Editorial Photography, Performance- and SEO-aware builds.

Tools – Figma, Illustrator, Photoshop, InDesign, Lightroom, After Effects, Fullstory, Hotjar, InVision, DaVinci Resolve, Blender, VS Code, Webflow, Framer, WordPress, Statamic, Sketch & XD (RIP).

Experience – Captios Partners - Lead Product Designer (2024, September - 2025, December) As the lead product designer, I have been responsible for the UX and UI design of an industry-leading commercial loan platform/web app, driving a complete redesign to enhance usability, functionality, and visual consistency. I established a modern design system that not only improves user workflows but also elevates the overall aesthetic and brand presence of the platform. Collaborating closely with the core product team to streamline the financial management processes for commercial real estate clients while shaping the product strategy to deliver a seamless and more cohesive user experience.

Samsung SmartThings - Senior Product Designer (2021, July - 2024, August) As the owner of UX and UI requirements and design for SmartThings US, I worked closely with our global product, research, and engineering teams to help define product requirements, develop concepts and establish industry-leading designs for the world's bleeding edge IoT/Smart Home service provider. Participating in routine planning and review sessions conducted throughout our international product team, I established design systems based on user research and business requirements, and verified proper implementation to ensure that all design solutions were consistent with brand and effective in meeting the needs of our ever-evolving, technologically adept users.

Rapture Applications - Senior Product Designer (UI/UX Design) / Creative Director (2015, January - 2024, Present) Servicing a wide variety of B2B and B2C clients with ongoing design and web development services.

Earlier Career (Selected Engagements) (2013 - 2017) Senior UI / UX and Front-End roles across agency and enterprise environments, responsible for interface design, front-end development, responsive implementation, and overall user experience across multiple B2B and B2C web applications, marketing platforms, and digital properties. Clients and organizations included Intouch Solutions (AbbVie), VelocityEHS, NCC Media, University of Chicago Booth School of Business, The Integer Group (Miller Lite), Blue Cross and Blue Shield / HCSC, AbelsonTaylor, Jacobs & Clevenger, Harris D. McKinney, and Queue Marketing Communications Group.