

SUMMARY/



## Orlando Jimenez

### Senior Product Designer

Designer with 10+ years of experience turning ambiguity into beautiful, intuitive digital products. From scaling crypto infrastructure to crafting zero-to-one brands, I blend deep product intuition with hands-on craft and systems thinking. I've led work for teams like Sui, Coinbase, Haun Ventures, Aleo, and Jito—helping raise over \$3B through design that drives clarity, conversion, and credibility. I move fast without cutting corners, and I thrive in collaborative, strategy-driven environments.

EXPERIENCE/



### Wonderstruck Studio

Full time 🌟 3 yr 3 mos 🌟 New York / Remote

#### Senior Product Designer / Creative Director

Mar 2024 → Present

- Led end-to-end digital product design process from concept to execution, delivering strategy-driven, visually engaging solutions for web experiences, interfaces, and brands.
- Shipped creative vision across 100+ projects, including web apps, marketing websites, and user-friendly software for top-tier clients in the startup ecosystem (Aleo, Haun Ventures, Sui, Bluesky, and others).
- Played a key role in helping clients collectively raise over \$3 billion, solidifying brand identities, enhancing engagement, and ensuring competitive advantage in fast-moving markets.
- Directed high-level storyboards, prototypes, interaction flows, and design systems, presenting refined concepts to senior stakeholders and executive leadership to drive alignment and project success.
- Built scalable product workflows using Figma, managed both internal and freelance teams across multiple concurrent projects, balancing leadership with hands-on collaboration.
- Led design reviews, collaborating cross-functionally with development and strategy teams to ensure seamless execution and alignment under tight deadlines.

#### Product Designer / First Hire

Feb 2022 → Mar 2024

- Built scalable design systems from the ground up, enabling the studio to grow from 1 to 15+ team members while maintaining exceptional creative quality.
- Aligned cross-disciplinary teams (design, development, and strategy) using modern frameworks to ship high-performing products at scale.
- Delivered branding and product designs that empowered clients to enhance engagement, improve retention, and position themselves as leaders in their categories.
- Worked closely with C-level executives to develop brand strategies that enhanced market positioning and drove business growth.
- Oversaw the creative execution of projects, pitching concepts across platforms and elevating the user experience with innovative solutions.



## Frilo Agency

Founder \* 3 yr 5 mos \* Remote

### Freelance Creative Director

Sep 2019 → Jan 2023

- Founded and grew a decentralized creative agency focused on branding and product design for startups.
- Led +150 freelancers across +50 projects for startups from the US, Canada, UK, Spain, Australia, Argentina, and more for web experiences, interfaces, and brands.
- Managed and mentored external and internal design teams, ensuring efficient collaboration and quality outcomes.
- Led art and creative direction across projects, including product launches, multi-brand design systems, and marketing campaigns.
- Directed a guerrilla marketing campaign in Los Angeles for a domestic cleaning app launch, leveraging direct-to-customer communication strategies that increased user acquisition and onboarding rates.



## McCann

Full Time \* 1 yr 2 mos \* Asuncion, Paraguay

### Creative Director

Feb 2018 → Mar 2019

- Managed, coached, and empowered a multi-disciplinary design team, mentoring designers and hiring for key roles.
- Directed nationwide campaigns and digital projects from concept to execution, ensuring consistency across all brand touchpoints.
- Provided leadership and actionable design feedback, influencing creative direction and achieving results-driven outcomes.
- Co-developed a regional concept platform for Tigo, the leading telecommunications brand in LATAM, helping create a unified brand messaging across markets.
- Collaborated with global brands such as Coca-Cola and Unilever, delivering high-impact campaigns and product launches, both on/offline.



## Teo Software Factory

Freelance \* 1 yr \* Remote

### Product Designer

2017 → 2018

- Developed the foundation for a multi-brand design system, enabling scalability and cohesive user experiences across diverse products.
- Delivered high-quality designs and seamless collaboration with dev-ops teams.

 To see my entire work experience, check my [LinkedIn](#) profile.

EDUCATION/



**Universidad Columbia**

BA \* 4 yr \* Asuncion, Paraguay

**Graphic Design**

Mar 2009 → Aug 2021



**Escuela de Creativos Argentina**

Diploma \* 1 mo \* Extramuros Paraguay

**Planning & Conceptualization**

Apr 2010

**Creative Copywriting**

Jul 2010

**Best Manifesto**

Recruited by [TBWA/Oniria](#)

LANGUAGES/

**English**

C2 Proficient \* [EF SET Certificate](#)

**Spanish**

Native

**Portuguese**

Proficient