



Sebastián Narváez

Senior AI Product Designer

www.sebastiannarvaez.com

(+593) 959443757

josesebastiannarvaez@gmail.com

www.linkedin.com/in/sebastiann89

Cuenca, Ecuador

AI-native products · Self-improving AI workflows · Complex SaaS platforms

About me

Senior product designer (10+ yrs) specializing in AI-native products and self-improving AI workflows for complex multi-tenant SaaS platforms. Eight years leading end-to-end product design across banking, retail, ecommerce and transport. Today I design in Figma (auto layout, component libraries, variables, prototyping, developer handoff) and carry the work all the way to production. I run AI across the full product surface (Claude Code, Cursor and Pencil for AI design), and I don't just use these tools: I build self-improving AI systems into how I work, on the conviction that a tool isn't valuable unless it can learn from its own use and get better. Sole designer on a 9-engineer team at an AI-native legal CRM, reporting to the CPO.

Work experience

Tram Case (LawOS), United States (Remote)

Senior Product Designer

Dec 2024 - Present

AI-native legal CRM and case-management SaaS (complex multi-tenant platform). Sole designer among a team that grew to 9 engineers; direct report to the CPO.

- Drove the strategy to replace MyCase, the highest-cost legacy tool (over \$1M/year): usage analysis showed notes were its core, enabling a fast migration path that moved 90% of users off it in under 3 months.
- Designed Case Tracker's AI-native risk-detection experience end to end (sentiment UI, evidence views, risk drawer); in its first 2 months it surfaced 39 hostile clients (preventing bar complaints) and ~2,800 frustrated clients among 50,000+.
- Designed agentic voice agents for the call center: conversational flows with human-in-the-loop handoff to live agents.
- Led data standardization that collapsed 556 practice areas into 42 case types, clearing bad-practice sprawl and unlocking sustainable automation workflows.
- Built a self-improving product spec system (45 PRDs) adopted across the team, designed to compound: an AI tool is only valuable if it learns from its own use and improves.
- Built the team's shared Figma component libraries and the matching production design-system primitives, improving UI consistency and design-to-dev handoff.

Thoughtworks, Ecuador

Lead Product Designer

October 2020 – October 2023

- Led a process re-engineering project that digitized end-to-end service processes at a university, restructuring communication across 9 departments, cutting paperwork by 75% and user time from 3 months to 1 week.
- Implemented and maintained design systems across several products, reducing time to production by 50% to 70%.
- Led end-to-end product design for B2B and B2C clients across banking, advertising, retail, transport and education, running qualitative and quantitative discovery research, designing in Figma, and owning design-system governance, stakeholder alignment and design-to-dev handoff.
- Aligned engineering and business stakeholders in agile/Scrum delivery, by facilitating collaborative design workshops and owning design-to-dev handoff end to end.

The MotherTrees, Barcelona

Innovation Consultant

March 2024 – To date

- Ran discovery, rapid prototyping and validation for 6 open-innovation projects with Spanish enterprises and SMEs across sustainability, clean energy, wine, sports and entertainment.
- Delivered 9 validated proofs of concept and defined multi-year innovation strategies and roadmaps for the client companies.

Sebastián Narváez

Senior AI Product Designer

www.sebastiannarvaez.com

(+593) 959443757

josesebastiannarvaez@gmail.com

www.linkedin.com/in/sebastiann89

Cuenca, Ecuador

Work experience

Tinami, Barcelona

CEO / Product Designer / Product Manager

Jun 2017 - Present

- Led MD-1, a personalized MIDI controller, end to end as CEO: product design, strategy and company management.
- Interviewed 25+ musicians, DJs and music producers in Spain to shape the product.
- Hardware internationally recognized and awarded by specialized media; reached 85% CSAT among early adopters.

Earlier

Flyshionista App (mobile, fashion and transport, Barcelona) · Think! Branding (Ecuador) · Elements Holdings Group (B2B HR SaaS, US, freelance)

Skills

AI-native design: designing for AI-powered products, conversational interfaces and agentic systems, human-in-the-loop UX, build/measure/kill judgment on AI features.

Product design (craft): UX/UI design, interaction design, information architecture, visual design, accessibility, wireframing, interactive prototyping, usability testing, Jobs-To-Be-Done.

Design systems: Figma component libraries, auto layout, variables, prototyping, developer handoff, design tokens, Storybook, semantic-class conventions.

AI tools and workflow: self-improving AI systems, Claude Code, Cursor, Pencil (AI design), custom AI skills/harnesses/guardrails, prompt engineering, MCP tooling (Figma, Linear, Notion).

Engineering-aware (design that ships): React, TypeScript, in-browser verification, EN/ES i18n, Git/GitHub PR workflow, agile/Scrum.

Tools: Figma (advanced), Pencil, Sketch, Adobe Suite, After Effects + Lottie, Linear, JIRA, DataDog, Mixpanel, Pendo, Hotjar, Google Analytics.

Certifications

2024 Senior Product Designer, Fullstack Labs.

2023 UX Management: Strategy and Tactics, Interaction Design Foundation

2023 (40 hours) Data Science and Data Visualization with Python, Datacamp

2022 (40 hours) Product Management, Thoughtworks

2022 Product Backlog Building Practitioner, Caroli.org

2020 Certified Lean Inception Facilitator (CLF), Caroli.org

Selected recognition

2023 Regional community lead - XD Leads Global Community, Thoughtworks

2019 Nominated Best Hispanic Music Tech (Hispasonic); exhibited at Sónar Barcelona (2017, 2019) and SXSW 2018, Tinami MD-1

2016 Design for a Better World Scholarship, IED Barcelona

Education

2010 BA. Visual Design

Universidad del Azuay

2016 MA. Interaction Design

IED Barcelona

2024 Master in Business Innovation

IL3 - Universitat de Barcelona

Languages

Spanish

Native Language

English

C1 - Full professional proficiency