

Juan Botero – Principal Product Designer

I'm a digital product designer with extensive experience in both large and small organizations across Silicon Valley. For the past 4.5 years, I've led the design system at Albertsons, driving consistency and scalability across products. I've mentored a UX team of 40 designers, supporting them in adopting and effectively using the component library while guiding UX strategy and visual design. My work has improved design efficiency, enabled cross-functional alignment, and enhanced the overall user experience. With 20 years of experience in e-commerce, fintech, and advertising, I've delivered dozens of successful UX projects for global audiences, covering all phases of the UX lifecycle, from research and interaction design to motion design and detailed specifications.

Key proficiencies include:

Design systems, token architecture, Figma variables, Figma library management, and documentation/guidelines for design systems.

Mobile and web product design, UX best practices, motion design, interaction design, visual communication, wireframing, customer journey mapping, prototyping, usability testing, and storyboarding.

Design Tools: Figma, Token Studio for Figma, Adobe (After Effects, Photoshop, Illustrator).

Web Development and Other tools: HTML, CSS, GitHub, Jira, Trello, WordPress.

Experience

Principal Designer | Design System Lead

Albertsons Companies – Pleasanton, CA. Bay Area

April 2025 – Present

- Lead Design System Initiatives: Define visual styles, patterns, and guidelines to ensure the design system meets diverse product needs.
- Ensure Accessibility: Implement and uphold accessibility standards (e.g., WCAG) and promote inclusive design across all products.
- Collaborate Cross-Functionally: Work closely with engineers, product managers, and designers to ensure seamless integration and adoption of the design system.
- Drive Documentation and Advocacy: Create comprehensive documentation for components, guidelines, and workflows. Advocate for the design system's value and encourage its adoption.
- Mentorship and Thought Leadership: Mentor junior designers and contribute to the design system's strategic direction, demonstrating leadership and expertise.
- Establish Governance and Contribution Processes: Define and maintain scalable contribution and governance models to ensure system consistency.
- Continuously Improve the System: Gather feedback, conduct research (e.g., usability testing), analyze data, and iterate to ensure the system remains effective, efficient, and aligned with user and business needs.

Senior Product Designer | Design System Lead

Albertsons Companies – Pleasanton, CA. Bay Area

January 2020 – April 2025

- Lead and execute Albertsons component library and usage guidelines.
- Created flexible components to address a wide variety of use cases.

- Lead motion design for the design system and define animation principles that best suit Albertsons' digital products.
- Designed all components with accessibility best practices in mind.

Senior Product Designer

Western Union Digital – San Francisco, CA

September 2014 – January 2020

- Use qualitative and quantitative data to design and solve complex UX problems, earn customer loyalty, and increase conversion rates.
- Lead motion design for Western Union design system defining and producing animation principles that best suit our digital products.
- Work in close collaboration with business owners, product, research, and web development teams from brainstorming, design high-fidelity mockups to final implementation.
- Develop interactive prototypes for usability testing to validate design while meeting customer's expectations and business goals.
- Lead responsive designs for wu.com while mentoring junior designers to create information architecture and user flows that the team used to identify customer pain points and develop final design.

Interactive Designer

Pacific Digital Image – San Francisco, CA

December 2009 – August 2014

- Designed interactions, information architecture and graphic arts for digital products.
- Implemented front end code for a wide range of interactive communication products including internet sites, touch screen applications, and interactive kiosks.
- Developed online animated ads and promo spots

Education

Master of Fine Arts (M.F.A.), Web Design & New Media

Academy of Art University – San Francisco, CA

Bachelor of Arts (B.A.), Graphic Design

Universidad Pontificia Bolivariana – Medellin, Colombia

Enrichment Programs

Typography conference. TypeCon – San Francisco, CA

Photography / Lighting. Academia Cultural Yurupary – Medellin, Colombia

Languages

Spanish – Native

English – Full professional proficien