

Johnny Benavente

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As a ceramicist, I design digital experiences with the same care I bring to hand-building pottery—thoughtful, human, and shaped with purpose. I'm a Lead Product Designer with 7+ years of experience across fintech, enterprise, and startups, focused on crafting elegant, scalable interfaces for complex problems. I thrive on design systems, product strategy, and simplifying complexity, and I'm currently expanding into AI/ML design to help shape the future of user experiences.

SKILLS	UX & Product Design	TOOLS	
	AI/ML Design Integration	Figma	
	Interaction Design	Figma AI plugins	
	Design Systems Architecture	Notion AI	
	Generative AI Workflows	ChatGPT	
	Prototyping (AI driven)	Claude	
	Design Thinking	Midjourney / DALL·E	
	Accessibility (WCAG, Ally)	Jira	
		Confluence	

EXPERIENCE

Lead Product Designer (TD Bank Account)

Razorfish / February 2023 - Present

- Designed and launched a Personal Financial Management (PFM) experience that received user testing scores of 4.7–4.9 out of 5 for ease of use, confidence, trust, and overall satisfaction during two rounds of moderated research.
- Redesigned the Small Business Loans application experience by rebuilding the entire experience in Figma, leading the migration and aligning components with TD's latest design system.
- Consolidated fragmented, outdated flows found in the Loans Application experience into a cohesive, modern platform while eliminating legacy design debt.
- Translated findings from 40+ participant interviews into strategic design decisions across budgeting, insights, savings, and transactions on the payments team.
- Designed interactive prototypes that enabled small business owners to complete end-to-end loan applications and fulfill Conditions of Lending online — transforming a previously manual, paper-heavy process into a streamlined digital workflow.

Senior User Experience Designer (Citi Bank Account)

Razorfish / March 2022- February 2023

- Contributed to ongoing design enhancements for Citi's white-label Credit Card Retail Services platform, iterating on a core product used by major partners to support both personal and commercial credit applications.
- Led the creation of a new Figma-based design system for Citi Bank's Credit Card Retail Services team.
- Designed and optimized key experiences within the Citi Rewards ecosystem, including transaction history, My Deals entry points, the Gift Card landing page, shopping cart, Products & Offers hub, geo-location-driven offers, and daily deal flows.
- Created a fully connected end-to-end prototype of the Citi Rewards Center, which became a critical alignment tool for Citi Bank stakeholders — streamlining feedback, accelerating decision-making, and influencing product direction.

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EXPERIENCE

Product Designer

Park Street / September 2020 - March 2022

- Designed and launched a suite of internal and client-facing tools supporting distribution, compliance, accounting, and logistics operations for Park Street's alcohol industry platform.
- Worked cross-functionally with product managers, engineers, and stakeholders to translate complex requirements into usable, intuitive designs.
- Created innovative and modern UX designs for accounting, distribution, legal, and branding software tools for Park Street clients.
- Contributed to the creation of Park Street's design system, establishing visual and interaction patterns used across new digital products.

UX Designer

Miami Dev Shop / Jan 2019 - Sept 2020

- Introduced and implemented UX methodology into the company to help build better digital products.
- Responsible for leading and conducting the discovery sprint for each project which includes strategy, research & analysis, information architecture, and working closely with high profile clients to build digital products.
- I lead the design sprint for each project which includes creating wireframes, conducting usability testing, interaction design, visual design, and creating interactive prototypes.
- Responsible for overseeing designer/developer handoff while working daily with developers to build digital products.

Web Design Specialist

New Vision Furniture / Jan 2014 - Sept 2018

- Worked closely with the CEO to create a digital presence for the company that helped increase yearly sales by 30%.
- Responsible for the creation & management of the e-commerce website & all online sales.
- Oversaw all design & branding efforts for the company.
- Responsible for the creation of all marketing & advertising materials using adobe photoshop, illustrator, and indesign.

EDUCATION

Bachelor of Arts / Health Services

Florida International University

IronHack

UX/UI 6 month intensive

Memorisely

Design Systems Intensive