John Eric De La Torre-Ugarte

Product Design, Usability & Product Management Lead | Co-founder | Agentic AI & Data Platforms

Larchmont, NY 10538 • (703) 303-0684 • john.edelatorre@gmail.com

johndelatorre.com • linkedin.com/in/johnericdelatorreugarte/ • Product OS on GitHub

Summary

I'm a product design leader with 15+ years of experience designing and shipping enterprise software in sports analytics, venue operations, fintech, and healthcare. My background spans UX research, visual design, and 12+ years of frontend and software engineering. I work directly with users, design and test workflows, and stay involved through implementation and design QA.

At Litehouse and Virtus, I own product management alongside design. I lead customer discovery, set roadmap priorities with executive leadership, write requirements, and work with engineers to decide what is ready to ship. That scope grew out of my design work: understanding how people use a product helps me decide which problems the team should solve next. At Relo Metrics, that meant leading the redesign of the flagship Relo Edge platform to reduce churn and drive adoption of its new agentic AI automated insights tools. Feature adoption rose 42%, and UI complaints fell 68%. I also shipped Relo Census, a self-service sponsorship analytics platform, with two engineers in under 60 days.

I've built design systems and UX practices from scratch, grown a design team from one to eight, and led research for accessibility- and compliance-sensitive products. At JPMorgan Chase, I led and scaled teams of designers and researchers, 12 people in total. I also design agentic experiences and build coded prototypes with Figma MCP, Claude Code, and Cursor so teams can test how a product works before committing to a build.

Selected Impact

- **SynoraFit:** Co-founded and lead product and design for a health and fitness ecosystem in active build for native iOS, Android, and desktop web (www.synorafit.com). Own strategy, user flows, the Figma design system, and frontend engineering for agentic AI coaches that serve members, trainers managing clients, gyms, universities, and companies.
- **Virtus Athlete Intelligence:** Co-founded and lead product, design, and frontend engineering. Led six production releases for an athlete sponsorship platform on desktop web, mobile web, and native iOS and Android (www.teamvirtus.ai). Sixteen of 20 eligible athletes used their media kits, and six athletes used them to secure more than $280,000 in verified sponsorship deals. Agency, reseller, and white-label sign-ups brought in $290,000.
- **Litehouse:** Led design, usability and product management for DistrictOS, a desktop web and native iOS app (www.litehou.se), with six customers and three engineers. Shipped Event Learning feature, which venue teams used to flag issues during live events and follow up when planning the next one. Drove a complete redesign and implementation of a new design system, an agentic AI conversational feature, and adoption of new agentic AI conversational tools.
- **Product OS:** Built and open-sourced an AI workflow for product management and design in Claude Code, claude.ai, and Cursor. Its 40 specialist agents support nine phases, from discovery and PRDs to clickable prototypes, design critique, WCAG reviews, and approval before publishing to Jira and Confluence.
- **Relo Metrics:** Delivered Relo Census with two engineers in under 60 days and increased internal adoption by 45%. The Relo Edge redesign increased feature adoption by 42% and reduced UI complaints by 68%. (www.relometrics.com)
- **Medable:** Cut clinical-trial translation prep from 72 to 17 hours per language and raised submission readiness from 67% to 97%. The Nucleus design system cut design and development time by 40%. (www.medable.com)

Core Competencies

AI & Agentic Engineering: Claude Code Subagents & Skills • Multi-Agent Orchestration • MCP Servers • Prompt & Context Engineering • Agentic PRD & Jira Generation • AI Design Critique • AI-Assisted WCAG Reviews • Discovery-to-Code Workflows • claude.ai

Product Design & Research: UX Strategy • Customer Discovery • User Interviews • Information Architecture • Interaction Design • Prototyping • Design Systems • Usability Testing • Figma • Storybook • Task Analysis • Card Sorting • Affinity Mapping • Moderated & Unmoderated Testing • A/B Testing • Accessibility (WCAG, ADA, Section 508) • Design QA

Product Management & Strategy: Product Strategy • Product Discovery • Roadmap Ownership • MVP Definition • Feature Prioritization • PRDs • Project Briefs • RACI Matrices • Epics & User Stories • Acceptance Criteria • Jira Backlog Management • Sprint Planning • Agile/Scrum • Release Management • Business Viability • Technical Feasibility • Executive Alignment • Customer Demos • Stakeholder Workshops • Release Acceptance • Confluence

Product Analytics & Intelligence: Pendo • Looker • Behavioral Analytics • Customer Journey Analysis • Product Usage Data • KPI/OKR Definition • Product Validation • Proprietary Scoring Models • Data Signal Discovery • AI/ML Product Development

Technical Product Development: Engineering Collaboration • Backend APIs • AI Data Pipelines • Agentic AI Workflows • Claude Code • Figma MCP Server • Nia CLI • Cursor • React • JavaScript • Technical Requirements • Design-to-Code • TypeScript • HTML/CSS • GitHub • Coded Prototypes • Engineering Handoff Standards

Brand & AI Content Production: Brand Management • Scriptwriting • AI Storyboarding & Concept Frames (ChatGPT) • AI Video & Music Generation (RunwayML, Suno) • Reel Editing & Sound Design • Final Cut Pro • Avid Pro Tools • Adobe After Effects • Adobe Photoshop • Adobe Illustrator

Professional Experience

Product Design Lead | Product Management

Litehouse / DistrictOS • New York | May 2026 – Present • Contract

Lead product design, usability strategy, and product management for DistrictOS, an AI-driven venue operations platform. Work with the CEO and Chief Product Officer on priorities and coordinate delivery with three engineers across backend, full-stack, and iOS development.

- Run discovery sessions and product demos with six customers to test proposed workflows and validate requirements before implementation.
- Write PRDs, project briefs, epics, user stories, and acceptance criteria. Maintain the Jira backlog and use RACI matrices to clarify responsibilities across product and engineering.
- Prioritize initiatives against customer value, business viability, and engineering complexity. Resolve dependencies with engineers, agree on release scope, and check the implementation against the acceptance criteria.
- Build agentic workflows with Claude Code and Figma MCP to turn discovery findings into requirements, prototypes, and Jira stories. Review product acceptance and communicate releases to customers.
- Own the UX architecture, interaction design, and Figma prototypes for DistrictOS. Work with engineering to carry reusable components into Storybook and review the implemented experience.
- Redesigned the venue calendar and designed role-based views for operators and program managers working with dense event schedules.
- Led the complete redesign and implementation of a new design system.
- Designed an agentic AI conversational feature and drove adoption of new agentic AI conversational tools.
- Shipped Event Learning, which clients used to coordinate live event operations. Programming and event operations managers flagged issues to their teams during events and followed up afterward to inform planning for future events.

Co-founder & Head of Design | Product Management | Frontend Engineering Architecture

Virtus Athlete Intelligence • New York | October 2025 – Present • Founding Venture

Co-founded an AI-powered athlete sponsorship intelligence platform. Translate the CEO's vision into roadmap priorities and own the user experience, product requirements, and final release acceptance. Partner with the CTO on technical feasibility and sequencing.

- Led discovery with athletes, agencies, and brands to validate sponsorship workflows and refine product requirements.
- Translate discovery findings and commercial priorities into PRDs, epics, a sequenced Jira backlog, and acceptance criteria. Coordinate the technical lead, frontend engineer, and AI engineer through release.
- Developed proprietary frameworks for athlete visibility, brand value, and media reputation. Used those signals to help athletes and agencies communicate sponsorship value to brands.
- Designed the athlete onboarding experience, social analytics, and media kits. Expanded the platform to support agency-managed rosters, white-label media kits, automated media intelligence, and sponsor brand management.
- Designed athlete media kits used by 16 of 20 eligible athletes (80%), as measured in Pendo across six releases.
- Built the foundational design system and coded interactive prototypes with Figma, Claude Code, and Cursor.
- Led six production releases, starting with athlete onboarding and media kits, then expanding to agency and university dashboards, white-label tools, and a sponsor portal.
- Six athletes used their media kits to secure more than $280,000 in verified sponsorship deals across sportswear, sports beverages, and automotive brands.
- Supported commercial traction with 20 signed athletes and 16 signed agencies.
- Created the marketing reel and LinkedIn marketing campaigns, including scripts, LinkedIn posts, and the marketing website.
- Storyboarded reels with ChatGPT concept frames, then produced the video, music, and edits with RunwayML, Suno, Final Cut Pro, and Avid Pro Tools.

Founding Lead Product Designer | UX & Design Strategy

Relo Metrics • New York | June 2023 – October 2025

Established the first formal UX practice for an AI-powered sports sponsorship analytics platform built on computer vision, machine learning, and large language models.

- Used customer interviews, usability tests, and Pendo analytics to identify onboarding friction and prioritize workflow changes.
- Analyzed proprietary sponsorship data alongside VideoAmp, SponsorPulse, Looker, and Salesforce data to identify which signals mattered to customers. Worked with Product, Engineering, and Data Science to prioritize those insights.
- Discovery for Census surfaced 73% onboarding drop-off and six support tickets per client. Used those findings to shape how different users entered the product and built their first query.
- Set engineering handoff standards and design QA practices. Built an Ant Design-based system for Relo Edge that teams adopted across at least two additional tools.
- Redesigned Relo Edge's information architecture and workflows. Feature adoption rose 42% and UI complaints fell 68%.
- Designed persona-based entry points, a query builder, and saved views, then tested the workflows and instrumented usage.
- Reduced click depth by 36%, improved load times by 38%, and halved customer success manager onboarding from three weeks to a week and a half.
- Took Relo Census, a self-service sponsorship analytics platform, from raw requirements to a working MVP in under 60 days with two engineers.
- Internal adoption rose 45% across Customer Success, Sales, and Product. Load times improved 30%, and stakeholder satisfaction reached 92%.

Senior Product Designer & UX Researcher

Medable • New York | December 2020 – March 2023

- Led design and research for decentralized clinical-trial tools across web, iOS, including digital consent and translation workflows.
- Ran task analysis and moderated and unmoderated usability tests with clinicians, study coordinators, and customer success teams. Used live, low-fidelity prototypes to validate compliance-critical workflows before implementation.
- Led the Translation Manager redesign after 12 interviews with clinical trial managers and Customer Success. In the first 30 days of the pilot, translation prep fell from 72 to 17 hours per language, with no repeat data-cleaning cycles.
- Designed consent, translation, artifact-capture, and wearable-device workflows with FDA/GxP, GDPR, WCAG, ADA, and Section 508 requirements in scope.
- Validated the translation workflow in Maze, improving time on task by 68%. An A/B test showed fourfold faster vendor handoffs in a workflow supporting more than 30 languages.
- Built Nucleus with the design systems team, replacing redundant legacy components with 50+ reusable components, design tokens, and Storybook-aligned handoffs. Design and development time fell 40%, and post-rollout accessibility audits found zero violations.
- Established design critiques, engineer-ready specifications, and design-system QA. Worked across squads to adopt Nucleus on web, iOS, and Android.
- Raised FDA submission readiness from 67% to 97% and increased clinical trial manager Net Promoter Score by 45 points.
- Reduced weekly customer success tickets from 38 to six, with projected annual savings of approximately $220,000.

Senior Product Designer & UX Researcher

Medidata Solutions • New York | November 2019 – December 2020

- Led UX research and design for data-heavy clinical-trial platforms, partnering with engineers and regulatory stakeholders.
- Interviewed users and reviewed product analytics to identify where clinical-trial teams struggled with data-heavy workflows. Used the findings to prioritize design work with product managers.
- Used interviews and usability tests to redesign dashboard navigation and make clinical-trial data easier to find.
- Created user flows, wireframes, and interactive prototypes. Worked with engineers and regulatory stakeholders to translate research findings and compliance requirements into specifications for delivery.

Product Design Lead, VP | Commercial Banking Platform

JPMorgan Chase • New York | January 2017 – July 2019

- Led design for commercial banking workflows used by thousands of clients, including onboarding, payments, and portfolio management across web and iOS.
- Led and scaled teams of designers and researchers, 12 people in total.
- Grew the design function from one to eight designers in approximately 12 months. Mentored the team while remaining the hands-on design partner for Commercial Banking.
- Led stakeholder interviews, card sorting, affinity mapping, and collaborative workshops to shape commercial client onboarding and navigation.
- Designed intake, merchant and staff payments, budgets, and client-management workflows for startups and small businesses across web and native iOS.
- Worked with banking, compliance, product, and engineering stakeholders to resolve requirements and carry designs through implementation.

Senior Product Designer / Design Engineer

MarketAxess • New York | January 2016 – December 2016 • Contract

- Led UX and coded prototyping for a B2B fixed-income trading platform. Conducted trader research to understand how quote and trade information moved between stages.
- Designed the trading workflow from quote creation and execution through post-trade review and allocation.
- Partnered with Product and Engineering to test technical feasibility and refine the coded prototypes before delivery.

Earlier Experience

- **E*TRADE:** Design Engineer, Freelance (2015–2016)
- **GJNY.io:** Senior Design Engineer, Freelance (2014–2015)
- **IntelliPay:** Visual Designer / Front-End Developer, Freelance (2012–2014)

Education & Leadership Development

Strategic Design Leadership Program • JPMorgan Chase | June 2018 – December 2019

UX & Product Design Immersive • General Assembly | June 2016 – December 2016

Additional University Coursework, Journalism and Theatre Arts • Stony Brook University | 1993–1994

Liberal Arts, Honors • Borough of Manhattan Community College | 1991–1993