

MARIA JULIETA VALLE

PRODUCT DESIGNER

Buenos Aires, Argentina · Open to Remote & Relocation
valle.m.julieta@gmail.com · [LinkedIn](#) · [Portfolio](#)

PROFILE

Product Designer with 6+ years of experience creating B2B and consumer products across mobile and web. Experienced in end-to-end product design, from research and problem definition to interaction design, prototyping, validation, and implementation. Worked across distributed teams in the US, Europe, and Latin America, including periods of independently owning design in fast-moving environments. Most recently focused on smart-building products, IoT and hardware experiences, and AI-assisted design and development workflows.

CORE EXPERTISE

Product Design · User Research · Interaction Design · Design Systems · B2B & B2C · Mobile & Web · IoT & Hardware · Fintech · Design QA · AI-Assisted Workflows

EXPERIENCE

DOOR (formerly Latch) — Product Designer

Jul 2023 – Aug 2026 · Remote

- Owned product design across mobile and web experiences for residents and property managers, spanning smart access, IoT devices, property management, and consumer services.
- Designed end-to-end IoT and hardware experiences, including third-party device setup and configuration, smart-lock installation and pairing, and DOOR Scout, the company's first proprietary hardware product.
- Played a key role in two major product rebrands, translating new brand directions into cohesive UX and UI across mobile, web, and the design system as the product ecosystem evolved.
- Operated as the sole product designer during a team transition, auditing existing UX and design gaps and maintaining design continuity; later onboarded three new designers as the team expanded to five across the US and Argentina.
- Designed B2C mobile experiences for James, a two-sided marketplace connecting riders with professional chauffeurs, working from user research through developer-ready designs and supporting a beta launch with ~30 professional drivers in Los Angeles.
- Integrated AI into design and delivery workflows, contributing to an AI-powered simulated user-testing tool and taking web designs from Figma into the production codebase through implementation and design QA.

Certant S.A. — UX/UI Designer

Feb 2020 – Jun 2023 · Buenos Aires, Argentina · Progressed from Junior to Semi-Senior

- Designed B2B and B2C digital products for multiple clients, primarily in banking and financial services, working across user research, UX/UI design, prototyping, and delivery.
- Designed complex, information-dense workflows for consumer and business banking products, including multi-user approval flows and financial operations across mobile and web.
- Bridged design and implementation by building the frontend layer of web experiences using HTML, CSS, and Angular, collaborating with developers responsible for application logic and API integration.

TOOLS & TECHNOLOGIES

Figma · Claude · ChatGPT · Gemini · v0 · GitHub · HTML/CSS · Angular · JavaScript

EDUCATION

Multimedia Design — Escuela Da Vinci · 2019–2023

LANGUAGES

Spanish — Native · English — B2 / Professional Working Proficiency · Japanese — Learning