

Jonathan Munoz

Senior Product Designer with experience partnering closely with Product, Engineering, and business stakeholders to understand customer problems, define product requirements and features, and deliver data-rich web and mobile experiences from discovery through launch and iteration using AI-assisted product development..

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EXPERIENCE

RotoWire, Senior Product Designer (Freelance)

March 2025 - Current

- Partnered with the Head of Product as one of two designers responsible for defining and delivering customer-facing initiatives across web and mobile, translating business goals, user needs, product requirements, and technical constraints into scalable product experiences.
- Worked cross-functionally with Product, Engineering, Content, and Marketing from concept through release, helping identify opportunities, refine features, support launches, and continuously iterate based on product goals and customer needs.
- Led product design across high-traffic, data-rich experiences including My Leagues, Betting Experiences, Trade Analyzer, League Intel, Player Pages, Home, Articles, Waiver Wire, and other fantasy sports tools, using information architecture, personalization, and data visualization to improve usability, engagement, retention, and feature discoverability.

FantasyLife, Product Designer (Freelance)

November 2024 - December 2024

- Partnered with stakeholders to improve high-traffic fantasy football experiences across web and mobile, aligning product improvements with customer needs, business objectives, and product goals.
- Translated complex rankings, player insights, and performance data into clearer product experiences that helped users understand information and make more confident decisions.
- Used user feedback and product requirements to refine Draft Champion workflows, information hierarchy, navigation, and access to relevant player and league data.

PFF, Product Designer (Freelance)

August 2023 - August 2024

- Used customer interviews, A/B testing, engagement metrics, subscription data, and stakeholder feedback to inform product decisions, validate improvements, and support acquisition, conversion, and retention goals.
- Translated product requirements and user insights into iterative web and mobile experiences, partnering with Product and Engineering through delivery and launch.
- Supported product adoption and communication through coordinated product and marketing assets across email, advertising, and social channels.

SMRT, Founding Product Designer (Freelance)

September 2022 - August 2023

- Helped define the initial product vision, proof of concept, and MVP for an early-stage healthcare, fitness, and wellness startup, supporting product validation and fundraising.
- Led customer discovery through user interviews, surveys, and usability testing to identify needs, validate product direction, and inform MVP feature definition.
- Developed personas, journey maps, workflows, wireframes, prototypes, and foundational design systems to translate research into product requirements and align stakeholders around a cohesive web and mobile experience.
- Established the product's foundational brand and interaction language, creating scalable standards for future product development.

Klerk, Product Designer (Freelance)

December 2022 - April 2023

- Served as sole designer partnering directly with the CEO and CTO to translate business objectives, customer needs, and operational requirements into customer-facing and internal product initiatives.
- Designed and prototyped dashboards and booking workflows that improved access to customer insights, marketing tools, and platform data.
- Improved access to customer and operational data through information architecture, dashboard design, and data visualization supporting both customer experience and internal sales and marketing workflows.

Jonathan Munoz Performance, Founder

January 2020 - October 2022

- Created educational content, digital assets, and a video exercise library informed by client feedback, user insights, and performance goals.
- Collaborated with consultants on data-informed marketing strategy, using engagement analytics and audience feedback to refine content and communication.
- Managed digital content, social media growth, and a bi-weekly newsletter, coordinating recurring initiatives and customer touchpoints.

SKILLS Software

Figma Principle Jira
Confluence Sketch CAD
Framer Sketchup REVIT
InDesign Photoshop
Illustrator 3dsMax
Vectorworks

SKILLS Product Design

UX/UI Design User Flows
Design Systems Prototyping
Data Visualization
Wireframing A/B Testing
User Interviews User
Research Usability Testing
Analytics-Informed Design

SKILLS Collaboration

Customer Discovery
Cross-functional team
collaboration Stakeholder
Management Feature
Definition Product Launch
and Definition

SKILLS AI Emerging Tech

AI-Assisted Design &
Product Development
Vibe-Coding Agent
Management ChatGPT
Claude V0 Midjourney
Cursor VS Code Rapid
Prototyping

LANGUAGES

Spanish French English

EDUCATION

University of Florida
Masters in Architecture

University of Florida
Bachelors of Design

The Brooklyn Studio, Digital Designer (Freelance)

October 2017 - November 2019

- Translated complex client requirements into clear visual solutions across presentations, digital experiences, marketing campaigns, and brand materials.
- Collaborated with engineers, designers, and marketing teams to balance business objectives, user needs, and project requirements across multiple concurrent client engagements.

ADDITIONAL PROFESSIONAL EXPERIENCE

CWB Architects, Project Manager and Project Lead Designer

August 2015 - October 2017.

- Led multidisciplinary projects from concept through delivery, coordinating clients, engineers, contractors, and internal teams to align design solutions with project goals, timelines, and stakeholder expectations.
- Developed and presented strategic project proposals, visualizations, and presentations for clients, public hearings, and key stakeholders, translating complex requirements into clear and actionable recommendations.
- Managed project schedules, team coordination, and design deliverables across multiple concurrent projects, balancing business objectives, user needs, and technical constraints.