

# Jonathan Munoz

Product Designer

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## EXPERIENCE

### RotoWire, Product Designer (Freelance)

March 2025

Redesigned and updated existing web and app pages in alignment with new brand colors, typography, and design guidelines. Refreshed high-traffic entry points—including the Home Page, Articles, and Player Pages—to enhance usability and consistency. Collaborated closely with the Head of Product and a second designer to develop, iterate, and roll out new features for the *My Leagues Experience* across both app and web, ensuring continuity between platforms to strengthen user retention and conversion. Led the design of newly launched features such as *League Intel* (Web + App), *The Decider* (App), and *Trade Analyzer* (Web + App), *Waiver Wire* (Web+App), and refreshed existing tools including *Trade Suggestions*, *Cheat Sheet*, *Weather*, and *Depth Charts* on both Web and App while maintaining a cohesive visual and functional language across all tools to ensure a seamless integration of RotoWire's rebrand throughout the year.

### FantasyLife, Product Designer (Freelance)

November 2024

Redesigned UX/UI workflows and interactions for the three feature Fantasy Football tools and pages with heaviest user traffic to increase user interaction numbers and retention across FantasyLife mobile and web platforms. Optimized existing Rankings and Start/Sit information by converting data tables and metrics representation into visuals up-to-date with UI sport and gaming trends. Redesigned Draft Champion Settings page and Draft Champion draft room page leveraging the large amount of data available to provide user most relevant information and link to active player profile pages or further relevant information gathered from several links in Fantasy hub.

### PFF, Product Designer (Freelance)

August 2023 - August 2024

Collaborated with the marketing team to produce high-quality product assets and graphics for email campaigns, ad placement, and social engagement resulting in increased user interaction and improved response to feature announcements. Collaborated with PM, DOP, and other designer on designing and developing multiple new features and optimizing existing high traffic tools by integrating an iterative design that relied on wireframes, mockups, data collected from A/B testing, user interviews, click-through rates, user engagement, and subscription metrics, as well as stakeholders and PM's feedback. Worked with product and engineering teams to enhance new subscriber conversion rates through MVP UX/UI improvements, paywall experience based on collected user interaction data across all platforms.

### SMRT, Founding Product Designer (Freelance)

September 2022 - August 2023

Defined typography, new logo, color schemes, and visual language, creating a cohesive and recognizable brand identity that appealed to target demographics within healthcare, fitness, and wellness sectors. Designed onboarding wireframes, workflows, automation, and prototypes to ensure seamless user experience across mobile and web platforms. Lead surveys, user interviews, and usability testing that informed key product MVP features, architecture, and application utilization goals. Developed diagrams, user personas, journeys, flows, and condensed design system positioning SMRT for early startup phase and 2nd Round of funding opportunities.

### Klerk, Product Designer (Freelance)

December 2022 - April 2023

Designed and prototyped client-facing dashboards to improve navigation and booking user experience, focusing on prioritizing user insights, marketing tools, and analytics. Created comprehensive user flows to maximize engagement, reduce friction points, and streamline booking processes on B2C. Optimized Klerk users entry points to internal data and visualization of large databases to improve in-house sales and marketing performance. Developed and tested mobile and desktop interfaces to refine features, ensuring consistency and alignment with user expectations.

### Jonathan Munoz Performance, Marketing and Content Designer

January 2020 - October 2022

Filmed, edited, and managed video exercise library based on user insights and user interviews feedback. Collaborated with consultant to develop a marketing strategy based on user engagement analytics. Created targeted marketing content ads, product assets for email, web, and social media. Managed social media presence and growth.

## SKILLS Software

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

## SKILLS Soft

Project Management  
Prototyping Wireframing  
A/B Testing Usability Test  
Cross-functional team  
collaboration User  
Interviews Design Systems

## LANGUAGES

Spanish French English

## ARCHITECTURE PROJECTS

**Mission del Nombre “Shrine Our Lady of La Leche”,**  
St. Augustine, FL

**JM Family Support Services Office Building**, Jacksonville, FL

**Assumption Catholic School**  
Jacksonville, FL

**4th District Court of Appeals**  
West Palm Beach, FL

**BARK NYC Office**  
New York City, NY

**The Cobble Hill House**  
Brooklyn, NY

## EDUCATION

**University of Florida**  
Masters in Architecture

**University of Florida**  
Bachelors of Design

Produced and distributed a bi-weekly newsletter.

## **The Brooklyn Studio, Digital Designer (Freelance)**

October 2017 - November 2019

Created visually impactful product assets using Adobe Creative Suite, translating client ideas into compelling design concepts for presentations, marketing campaigns, and brand materials.

Partnered with in-house engineers, design team, and marketing teams to ensure design solutions aligned with client requirements and brand messaging.

Oversaw multiple clients' projects simultaneously, balancing quality with adherence to strict deadlines. Successfully delivered projects that led to positive client feedback and long-term business relationships.

## **CWB Architects, Project Lead Designer and Manager**

August 2015 - October 2017

Collaborated with engineers, contractors, and clients to deliver design solutions that effectively met both functional and aesthetic goals.

Created high-impact presentations and project decks for public hearings and meetings, effectively communicating design intentions to stakeholders.

Established project timelines, set clear metrics, and coordinated with cross-functional teams to ensure successful project execution.

## **KBJ Architects, Project Designer**

November 2014 - August 2015

Led preliminary design through construction documents creation for multiple projects.

Integrated client and stakeholders design feedback into multiple design iterations to achieve functional and aesthetic alignment with client needs.

## **Kasper Architecture, Junior/Lead Designer**

September 2013 - November 2014

Created spatial experiences to enhance brand representation, incorporating client feedback for optimal user journey flow.

Engaged in brainstorming sessions to enhance project concepts, aligning design solutions with client branding and objectives.