

ONIX ORTIZ CRUZ

Senior Product Designer

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Remote · open to US and EU/Spain time zones

SUMMARY

Senior Product Designer with 8+ years designing digital products end to end, from discovery and user flows to high-fidelity prototypes and working software. At Alpine Health Technologies I designed LYNx, a patient queue and appointment platform launched with clinic clients, and created the Vanguard Design System. Through OG Design Studio I design and build SaaS products for small businesses (CRM, HR, field service, quoting, loyalty and digital menus), using AI coding agents to take ideas from spec to working MVP. Bilingual, remote, and used to working across time zones.

EXPERIENCE

Senior UX/UI Designer | Alpine Health Technologies

Jan 2021 - Present | Puerto Rico (Remote)

- Sole designer of **LYNx**, a patient queue and appointment management platform launched with small clinic clients. Owned the end-to-end flows and UI for 3 user groups (admins, office staff, patients): a staff console to call, create, reschedule and cancel appointments; a self-service web booking flow with SMS and email confirmations and reminders; and a live waiting-room queue display.
- Created the **Vanguard Design System**, Alpine's shared UI library and design tokens built on the company brand, with WCAG contrast guidance for every color.
- Designed and built **Vanguard Studio**, the internal platform for Alpine's innovation department (CRM, projects and tasks; multi-tenant, English/Spanish), writing the specs, acceptance criteria and UX audit steps for an AI-agent development workflow.
- Designed and prototyped the **Hablix Control Center**, a UCaaS customer portal and internal admin panel on SkySwitch, together with its design system.
- Designed and built a **content approval platform** to plan, review and approve social media content for 3 brands, with creator, reviewer and approver roles.
- Developed brand identities for **3 brands (LYNx, Hablix, PIC)** and designed their e-commerce websites, email and SMS campaigns, and social media content.
- Designed an embeddable **feedback widget** for Alpine products (LYNx Queue, Cortex, PM Manager) that sends user feedback straight into Linear.
- Mentor 2 designers through critiques and 1:1s, and facilitate design thinking workshops with PMs, developers and stakeholders.

Product Designer & Founder | OG Design Studio (Independent)

2017 - Present | Puerto Rico (Remote)

Design and build web products for small businesses, from discovery and spec to deployed product, with React, Next.js, TypeScript and AI coding agents (Claude Code).

- **Planet Solar (client)**: maintain the company's WordPress website; designed and launched **ganaconplanet.com**, a recruiting site for solar sales reps with a client-editable CMS and applicant pipeline; building a sales resources platform for the rep team; and extended the open-source Vocero CRM into a **WhatsApp sales pilot** with an AI agent that books and confirms appointments, lead alerts, automatic follow-ups and results per rep and office.
- **Nexus HCM**: HR platform for Puerto Rico businesses with time clock, vacation and time-off requests, and employee records.
- **Field Service Platform**: from customer request to signed work order, with a client portal, dispatch desk and offline-capable mobile app for technicians (checklists, photos, signature).
- **Cadence CRM**: multi-tenant B2B sales CRM with admin, manager and sales rep roles.
- **Quoting Platform**: per-contractor quoting tool built to replace HighLevel, integrated with QuickBooks Online.
- **Sellos**: digital loyalty stamp cards with QR sign-up, purchase- or spend-based rewards, and a counter mode for staff.
- **Menús**: bilingual digital menu platform for restaurants, with FDA allergen labels, daily specials and AI translation.

UX/UI Designer & Front-End Developer | Inteldot

2018 - 2021 | Puerto Rico (Remote)

Professional services and system integration firm serving Life Sciences, Service, and Transportation & Logistics.

- Designed and built responsive, accessible web interfaces with HTML, CSS, JavaScript, React and Angular.
- Led design cycles from wireframes to final UI, aligning each project with brand and user goals.
- Built reusable UI components and improved usability and performance based on user feedback and testing.

SKILLS

Product design: End-to-end product design, user flows, information architecture, wireframing, prototyping, usability testing, design systems, WCAG accessibility, multi-role platforms

Tools: Figma, Claude and Claude Code, ChatGPT, Linear

Front-end: React, Next.js, TypeScript, Angular, Tailwind CSS, HTML, CSS

Collaboration: Product specs and acceptance criteria, design thinking workshops, stakeholder communication, mentoring

EDUCATION

B.A. in Education, History (Secondary Level) | University of Puerto Rico, Río Piedras | 2004 - 2010

Certificate, Intro to Computer Science | Codetrotters | 2019

Certificate, Intro to Web Development | Codetrotters | 2018

LANGUAGES

Spanish (native) · English (advanced, full professional proficiency)