

JONATHAN CERÓN

Senior Product Designer (B2B Platforms & Design Systems)

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Professional Summary

Senior Product Designer with 6+ years of experience designing complex, data-heavy B2B platforms. I specialize in bridging design and engineering through scalable systems, and driving product decisions in technically constrained environments. My work focuses on improving usability in complex systems, aligning teams around consistent UI standards, and delivering solutions that scale across global telecom and analytics platforms.

Core Competencies

- Product & Systems Design: B2B Platforms, Design Systems, UI Architecture, Data Visualization, High-Density Grids & Responsive systems.
- UX Process: End-to-End Product Design, Discovery, User Flows, Prototyping, Usability Testing, UX QA.
- Design-Dev Alignment: Figma, Design Tokens, Jira, Frontend Collaboration (CSS/Flexbox logic).
- Accessibility & Standards: WCAG (AA), Scalable Component Libraries, Dark Mode Theming.

Professional Experience

Syniverse (Via Motivus) | June 2023 – Present (Senior UX Designer)

Led product design across multiple enterprise telecom platforms, including real-time monitoring tools, vendor management systems, and AI-driven analytics products.

- Design System Scalability: Contributed to the evolution of the core design system by developing foundational grids and UI components; aligned visual architecture with frontend constraints to ensure cross-product consistency.
- Global Network Monitoring Platform (Real-Time Analytics): Owned end-to-end UX for a high-traffic monitoring solution (2G–5G). Designed high-density dashboards and deep drill-down reporting, enabling faster issue detection and optimizing decision-making workflows for global operators.
- Centralized Pricing & Data Engine (0→1 Product): Defined the UX strategy for a platform centralizing global vendor data; replaced fragmented legacy sources with a unified interface. Delivered validated user flows that projected a 60% reduction in data management time based on usability testing.
- Technical Operations Hub (UX Governance & QA): Established UX QA protocols and product improvements for a complex internal delivery platform. Translated technical backend capabilities into structured user experiences, setting UI standards adopted across the product ecosystem.
- AI-Driven Analytics Suite: Contributing to the design of an AI-native intelligence platform, integrating contextual insights and conversational interfaces (LLMs) across multiple telecommunications use cases.

Motivus | February 2020 – Present (Senior UI Designer)

Designed end-to-end digital experiences for global brands including Nescafé Dolce Gusto, IPADE, and Recetas Nestlé.

IDS Comercial TI | March 2019 – January 2020 (UX/UI Designer)

Delivered scalable UX/UI solutions for enterprise clients including BBVA, Santander, and Aeroméxico.

Basvec | January 2016 – March 2019 (Art Director & UX/UI Lead)

Design and information architecture for brands such as Grupo Salinas, Liverpool, and Nike

Education and Certificates

Bachelor's Degree in Design and Visual Communication - Universidad Justo Sierra

- Google Professional UX Design Certificate — Google
- Intro to UI/UX Design — Le Wagon