Johan Letelier

Lead Product Designer

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PROFILE

Lead Product Designer with 15+ years shaping digital products across healthcare, ecommerce and technology. Multidisciplinary experience in design, marketing and development connects user needs, business strategy and technical execution to create intuitive, scalable experiences.

WORK EXPERIENCE

Trusted Health Products / Lead Product / UX Designer
[LINKEDIN DATES]
— Led ecommerce product/UX strategy across discovery, merchandising, campaigns and conversion, contributing to $1.5M+ in online sales.
— Guided conversion improvements through customer feedback, behavioral analytics, search trends and experimentation.
— Built dynamic product/category experiences supporting SEO, paid acquisition, email and lifecycle campaigns.
— Directed UX priorities and cross-functional delivery from discovery through QA, launch and measurement.
— Designed responsive, accessible email experiences supporting promotional, lifecycle and ecommerce campaigns.

St. Luke's University Health Network / Head of Design
[LINKEDIN DATES]
— Set patient-facing digital design priorities, aligning engineering and business stakeholders around access and usability.
— Increased appointment conversions 200% by improving search, navigation, information architecture and scheduling.
— Validated improvements through patient feedback, usability testing and engagement data.
— Created reusable responsive UI patterns incorporating WCAG 2.2 AA accessibility.
— Aligned stakeholders on requirements, trade-offs and delivery priorities from concept through launch.

Shopify / Product / UI/UX Designer
[LINKEDIN DATES]
— Optimized 2 high-impact commerce workflows—checkout and bulk catalog management—across customer and merchant experiences.
— Replaced repetitive single-product entry with bulk-upload workflows, enabling merchants to add and manage large catalogs in fewer steps.
— Designed responsive product, collection and promotional experiences informed by customer behavior and conversion data.
— Translated merchant and business requirements into scalable, reusable UX patterns.
— Partnered with engineering to resolve design trade-offs across usability, commercial goals and technical feasibility.

Wanderly / Senior UI/UX Visual Designer
[LINKEDIN DATES]
— Owned core product journeys end to end across 4 stages: research, prototyping, delivery and post-launch iteration.
— Consolidated fragmented workflow patterns into reusable interactions, reducing one-off design work across core journeys.
— Simplified complex workflows and information hierarchy to reduce user friction.
— Defined reusable components and coordinated with Product and Engineering through release.
— Bridged design and development through feasibility planning, interaction documentation and QA.

MULTIDISCIPLINARY PRACTICE

Designer · Marketer · Developer
— Built a multidisciplinary career across design, marketing and development, delivering complex web and mobile solutions for tech startups, growing businesses and corporations.
— Combined UX, behavioral insight, technical understanding and go-to-market thinking to look beyond the immediate design brief and connect user needs with business, conversion and implementation realities.
— That cross-disciplinary perspective became an industry advantage: identifying risks, opportunities and variables beyond the traditional scope of design, then carrying solutions from strategy and concept through build, launch and iteration.

CAPABILITIES

Product
Strategy · Interaction design · Information architecture · Prototyping · Design systems

Research
User interviews · Usability testing · Customer validation · Behavioral design

Optimization
Product analytics · Conversion analysis · Experimentation · A/B testing

Accessibility
WCAG 2.2 AA · Web/Mobile/Email accessibility

Leadership
Design leadership · Project management · Engineering collaboration

TOOLS

Figma · FigJam · Adobe Creative Cloud · Framer · Hotjar · GA4 · Jira GitHub · Miro · ChatGPT · Claude

EDUCATION

Northampton Community College
Associate of Applied Science in Print & Web Design
2011–2015