

Valentin Paz Tello

Product Designer

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SUMMARY

Product designer with roots in AAA game development. I spent two and a half years as a concept artist at Lost Boys Interactive, co-developing New World with Amazon Game Studios, before moving into product design in 2024. Since then I've led design for Leeg, a B2B workforce analytics platform, and designed new features for the Kia Center venue website, taking them from research to a responsive, working prototype. I work end to end: research, flows, UI kits, and prototypes I can hand to engineers or build myself.

EXPERIENCE

Product Designer | Leeg

June 2026 - July 2026 | Remote

- Designed an early-stage B2B workforce analytics platform that helps HR leaders make decisions based on employee skills data.
- Refined Leeg's brand identity and built a complete UI kit for developer handoff.
- Raised task completion from 66% to 89% over two rounds of user testing by restructuring navigation and aligning core metrics with industry-standard language.
- Delivered a working prototype and, beyond the original scope, explored a dark mode for the product.

Product Designer | Freelance

September 2024 - Present | Charlotte, NC

- Designed new features for the Kia Center venue website: an event-aware Smart Search, a share flow that turns events into story-ready cards, and brand-aligned visuals. Built it as a responsive, working prototype with AI-assisted tools.
- Ran an independent case study on M1 Finance's investment onboarding flow, focused on reducing drop-off for first-time investors.
- Built the landing page and vehicle inventory site for BellaMotors LLC, a local dealership, from first client conversation to live site.

Order Fulfillment Team Lead | HC Beauty

February 2025 - Present | Charlotte, NC

- Completed 3,200+ orders to date as part of the fulfillment pipeline, covering packing, shipping, receiving, and invoicing.
- Processed payments, reward credits, and promotional discounts across NetSuite, ShipRush, and Versapay, keeping salon account balances accurate.
- Resolved order disputes by coordinating with 15+ regional Business Development Managers, and by working directly with salons on damaged shipments, misapplied credits, and intro-offer discounts.

Associate Concept Artist | Lost Boys Interactive

March 2022 - September 2024 | Remote

- Designed and shipped 34+ digital assets across 4 releases while working on New World, a AAA video game that reached 1 million players at launch.
- My design work helped increase concurrent player count by almost triple (+199.6%) and was frequently featured on the official New World Announcement Trailers.
- Explored visual direction across internal demo pitches, each with its own style target, which sharpened how fast I can switch between distinct aesthetics.
- Collaborated daily with my own design team and the Amazon Game Studios design team. This involved aligning with other artists, producers, art directors, engineers, and UI/UX designers.

EDUCATION & CERTIFICATIONS

UX Academy, UX/UI Designer Certification | Designlab (Online)

Graduation - August 2026

Intensive mentor-led program covering the full UX/UI lifecycle. Over 480 hours of coursework.

AI Prototyping Camp & Vibe Coding Camp Certification | Designlab (Online)

Completion - January 2026 through April 2026

16 weeks of training in AI design, prototyping workflows, and code fluency.

SKILLS

Languages: Bilingual – English & Spanish (Fluent)

Design: Product Design, User Experience (UX), User Interface (UI), UX Research, Usability Testing, Prototyping, AI Prototyping, Design Systems, Concept Art

Tools: Figma, Claude Code, Cursor, Lovable, Google Stitch, Blender, JIRA, Confluence, GitHub, Vercel, NetSuite