

# JOHN TORRES

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Design leader with 15 years building products and teams at enterprise companies. Grew and manage a highly motivated, efficient visual design team from 2 to 12 designers while scaling design operations across 7,000+ employee organization. Specialize in design systems, accessibility, and helping organizations figure out how design fits into their business strategy. Work on complex data products used by Fortune 500 companies. Focused on leveraging AI to improve team quality and delivery speed.

## EXPERIENCE

### NUTANIX | Mar 2014 – Present

#### Senior Manager, Product Design

*Nov 2021 – Present*

- Built design system for 103 teams serving 30K enterprise customers—drove 40% faster product development and reduced implementation issues 40%.
- Lead distributed team of 12 designers and managers globally across cloud infrastructure products.
- Executed accessibility roadmap achieving WCAG compliance for government and European markets. Opened \$254M addressable market through accessible design practices across product foundations.
- Partnered with Figma on tool development pilot and participated in AI leadership discussions. Established design quality review process—improved team competency 30% and reduced design bugs 80%.
- Work closely with engineering leaders to define processes and roadmaps. Maintain 80% year-over-year satisfaction from engineering and design teams. Introduced AI tools achieving 30% time savings.

#### Lead User Interface Designer

*Aug 2018 – Nov 2021*

- Lead visual direction for enterprise cloud infrastructure products—established visual language adopted across 8 product lines.
- Contributed in the creation of our Nutanix Design system, focus on scalable components for our SaaS and infrastructure solutions.
- Established design standards and patterns that improved consistency across product lines.

#### Senior Product Designer

*Mar 2014 – Aug 2018*

- Delivered Foundation onboarding platform—reduced customer setup time from 2 hours to 15 minutes. Shipped features for Prism infrastructure management platform.
- Built data visualizations for infrastructure management that helped customers make better decisions about their hardware.
- Designed end-to-end workflows for complex enterprise features. Worked with research to validate designs and improve adoption.

#### Senior UX/UI Designer, Creative Lead

*EF Education First | Aug 2011 – Mar 2014 | Shanghai, China*

- Led design for B2B platforms. Redesigned enrollment systems and management tools from scratch.

- Hit 90%+ adoption and retention after launch—users actually stuck around this time.
- Owned everything from IA to final designs. Set up design guidelines that the team still uses.

## **Design Consultant**

*Independent | Aug 2006 – Apr 2011*

- Freelanced for startups and small companies. Did interaction design, UX strategy, and visual design.
- Managed client relationships and projects end-to-end. Learned how to translate business needs into design solutions.

## **SKILLS**

- **Design & Product:** Design systems, enterprise SaaS, data visualization, interaction design, visual design, product strategy
- **Leadership & Strategy:** Team management, cross-functional collaboration, OKR planning, design strategy, DesignOps
- **Technical:** Figma, HTML/CSS, design tokens, WCAG accessibility, prompt engineering
- **AI & Innovation:** AI-assisted design workflows, generative AI tools, design automation

## **RECOGNITION**

- Achieved 80%+ satisfaction from direct reports for 3 consecutive performance review cycles.
- Presented design system strategy to 500+ attendees at Nutanix .NEXT conference.
- Hold multiple design patents for enterprise hardware and UI systems. See complete portfolio at [johntorres.co/patents](http://johntorres.co/patents)
- Most Creative Award, Nutanix Hackathon, 2016.
- Redesigned EF Education platform—drove usage and retention to 90%+, 2012.

## **EDUCATION**

- **AI for UX Design** – Designlab, 2026
- **AI-Powered People Manager** – LinkedIn Learning, 2026
- **React Nanodegree, Programming Courses** – Udacity
- **Marketing** – Universidad San Francisco de Quito, 2004–2009
- **International Baccalaureate** (Physics & Mathematics) – Colegio Internacional SEK Ecuador