



# Michael Juarez

## Founding Product Designer

Product designer with architecture background, React and AI assisted prototyping experience, focused on building design systems and product interfaces for technical software.

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### Skills

- React, TypeScript, HTML, CSS
- shadcn ui, design tokens, component systems
- AI assisted coding with Claude, Cursor, Codex.
- AEC workflows, BIM, architecture degree, construction software
- Design systems in code with storybook.
- Light mode, dark mode, responsive UI, mobile design, accessibility.

### Architecture Background

- Degree in Architecture from Argentina & Spain
- Architecture internship in Norway
- Two years of experience as architect both as a drafter and construction manager.

Experience using different tools:

- Revit
- SketchUp
- Lumion
- Understanding of architectural workflows.
- Strong understanding of floor plans, project documentation, spatial reasoning, and the pain points of design and construction teams.

## Work Experience

### Senior Product Designer, AI e-commerce

#### Too Good To Go - Denmark

May 2024 - Present

- Designing AI assisted ecommerce experiences for a consumer app used by over 120 million people.
- Collaborating with a cross functional product team and a design org of 12 product designers to improve discovery, checkout, and purchasing flows.
- Leading AI adoption within the design team by setting up Claude workflows, teaching designers how to prototype with Cursor and Claude, and creating reusable systems that help the team test ideas faster.
- Building internal AI assisted prototyping practices that increase design iteration speed and reduce dependency on static mockups

### Product Designer, Web3

#### Phaver - Finland

Dec 2023 - May 2024

- Led the design of a community feature inside a social media app, from concept to launch, reaching over 80,000 users at release.

### Founding Product Designer, (Acquired)

#### Kleoverse - Finland

Jan 2022 - Dec 2023

- Led product and design from zero to acquisition in over two years, owning the product experience from the first interface concepts through launch and growth.
- Designed the core product features, user flows, and design system that supported scale to over 100,000 users.

### Product designer & Frontend Developer

#### CXD - Brazil

Feb 2019 - Dec 2021

Designed digital products across multiple client projects, including [LaConstru](#), a construction marketplace connecting customers with construction related services and suppliers.