

Adrian Pinzon Gallo

Senior Product & Experience Designer

Product • Growth • Conversion • System Optimization

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SUMMARY

Senior Product & Experience Designer with 15+ years of experience improving how digital products perform across acquisition, conversion, and retention. Expertise in Product Design, UX Design, and User Experience, focused on identifying breakdowns across the customer journey and transforming fragmented systems into scalable, high-impact digital products. Experienced across enterprise and SaaS environments, partnering with cross-functional teams to align business strategy with effective, results-driven user experiences. Brings a cross-functional perspective shaped by years of working across product, marketing, acquisition, and customer experience initiatives.

CORE SKILLS

Product & Experience Design: Product Design, Experience Design, UX Design, Customer Journey Mapping, User Experience Strategy, System Optimization

Growth & Optimization: Conversion Optimization (CRO), Funnel Strategy, Experimentation & A/B Testing, Behavioral Analysis, Data-Informed Decision Making

Systems & Scalability: Design Systems, Scalable UI Frameworks, Enterprise Platforms, Workflow Optimization, Cross-Functional Systems

Leadership & Collaboration: Cross-Functional Leadership, Executive Communication, Stakeholder Alignment, Team Leadership, Strategic Planning

Tools & Platforms: Figma, Adobe Creative Cloud, Jira, Hotjar, Analytics Tools, AI-Assisted Design Workflows

PROFESSIONAL EXPERIENCE

Senior Product & Experience Design Consultant

Bumaso | 2024 – Present

Lead product and experience design across SaaS, fintech, and enterprise platforms, partnering with organizations to improve performance across acquisition, conversion, and retention.

- Led product and UX initiatives for enterprise and platform-driven organizations, including work with companies such as **Fidelity and Spotify**
- Identified breakdowns across user journeys and redesigned systems to improve conversion, engagement, and decision-making
- Designed scalable product experiences and design systems aligned with business and growth objectives
- Applied data-informed analysis, including behavioral insights and experimentation, to drive improvements
- Delivered end-to-end solutions from discovery through execution, collaborating closely with product, engineering, and stakeholders

Creative Director & Senior Product Designer

Infinity Sales Group (ISG) | 2019 – 2024

Led product and experience design across enterprise telecom platforms, optimizing high-volume acquisition systems that generated measurable revenue impact.

- Drove **22% increase in conversion**, **18% improvement in retention**, and up to **40% growth in engagement** through system-level optimization
- Led redesign of acquisition funnels, improving decision-making, flow, and checkout performance
- Built scalable design systems supporting cross-functional teams and high-volume production
- Partnered with product, engineering, marketing, and executive stakeholders to align design with broader business strategy and goals
- Managed a cross-functional team including designers, CRO specialists, and content teams

Senior Product Designer

Cruise Planners | 2016 – 2019

Designed and scaled a centralized marketing and platform ecosystem supporting 2,500+ franchise owners.

- Enabled scalable execution across a **\$1B+ revenue ecosystem**
- Increased franchise inquiries by **30%**, improved engagement by **25%**, and increased application completion by **15%**
- Designed systems that unified print and digital marketing into a cohesive platform
- Improved usability, consistency, and operational efficiency across distributed users

Founder & Product / Experience Consultant

AG Studios | 2011 – 2016

Led product, marketing, and experience strategy for small and mid-sized businesses, focusing on improving customer acquisition, engagement, and conversion.

- Designed and optimized digital products and marketing systems that drove measurable growth across client businesses
- Identified breakdowns in customer journeys and restructured experiences to improve performance
- Delivered end-to-end solutions spanning product design, marketing strategy, and execution
- Helped clients increase revenue performance through conversion-focused digital improvements