SENIOR UX / PRODUCT DESIGNER · DESIGN ENGINEER

Manuel Campos

18 years designing complex B2B workflows. Now I also build them, end to end.

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18+	125+	+70%	100+
years in product design	developers building on my design system	conversion in target flows after research-driven redesign	institutional customers on the SaaS suite I designed

PROFILE

Senior UX designer focused on complex B2B workflows, across desktop and mobile. I combine qualitative research and quantitative data to understand what users need, turn it into clear flows, specs and design patterns, and present and defend the recommendations to product, engineering and leadership. My most recent work is for Amazon sellers: I designed and built Sellertrey, a bilingual SaaS for FBA wholesale sellers integrated with the Amazon Selling Partner API. I have worked across Latin American and European markets and design in Spanish and English from day one.

EXPERIENCE

2025 to present
Remote

Amazon sellers

Founder · Product Designer & Design Engineer

Sellertrey (Triple S & M LLC) · SaaS for Amazon FBA wholesale sellers, in production since July 2026, private beta

Explore it at sellertrey.com · 7-day free trial to see the work from the inside

- Own the product end to end, testing each decision with sellers in a private beta: one bilingual product for the seller's full cycle, from supplier list and ASIN analysis to purchase orders, P&L from Amazon settlements, and repricing.
- Turned a research insight into the core of the product: competing tools calculate ROI on purchase price and overstate profit. Redefined it on landed cost (goods, freight, prep and shipping to Amazon), with one shared definition of a winning product across every screen, export and email.
- Designed bulk triage for supplier price lists of 600+ rows: one view ordered by monthly potential, inline answers for ambiguous cases (multipacks, brand restrictions) and a negotiation export for suppliers.
- Designed trust into automated repricing: seller-defined floors and ceilings, capped changes, verification that each price was applied, and alerts in plain language.
- Integrated the Amazon Selling Partner API (catalog, pricing, listings, restrictions, settlements) with rate-limit safeguards, plus Stripe and AI analysis. Published a Chrome extension.
- Built with an AI-assisted engineering workflow (Claude Code) on Next.js, NestJS, TypeScript and PostgreSQL, with CI/CD and product rules (one landed cost, vocabulary, unknown is never zero) enforced by automated tests.

EXPERIENCE

Senior UX/UI Product Designer
May 2022 to Jul 2025

Savia by Berger-Levrault · Madrid

- Led UX and UI for 4 complex SaaS products for Spanish public administrations, from discovery to delivery with Product and Engineering in Scrum.
- Created and scaled a design system (tokens, components, documentation, WCAG 2.2) adopted by 11 designers and 125+ developers across a suite used by 100+ institutional customers.
- Led the redesign of about 90% of Convoca, Spain's leading SaaS for public-sector selection processes. It supported new sales and was referenced during the company's acquisition (Jan 2025).
- Research-driven iterations (interviews, surveys, usability testing, analytics) delivered +25% usability and satisfaction and up to +70% conversion in target flows.
- Designed complex enterprise workflows: a migration wizard for millions of HR records with 0 critical errors, and batch signing with 60% fewer steps.

Senior UX/UI Designer
Sep 2021 to Jan 2022

Witrey Digital · Madrid

- Led design for clients in fintech, education and retail with interactive Figma prototypes and user testing, reaching +30% conversion on key projects.

Lead UX/UI Designer
Mar 2012 to May 2021

Caracas Design Com · Caracas, Venezuela

- Managed and mentored a team of 12 designers delivering digital experiences for international brands including McDonald's and Toyota.
- Introduced Design Sprints, reducing cycle time by about 20%. Information architecture and interaction work delivered up to +40% interaction lift on key launches.

Junior UI Designer
Apr 2007 to Feb 2012

Proweb Global · Caracas, Venezuela

- Designed web interfaces and partnered with developers on high-fidelity implementation and QA.

"Thinks beyond screens and improves the product from real user experience."

CTO, Savia by Berger-Levrault

"Strategic mindset with strong design principles; creates intuitive, functional solutions."

Software QA Engineer, Zara.com

SKILLS

Research
Usability studies, interviews, surveys, personas, journey maps, JTBD, analytics

Design
Process flows, wireframes, prototypes, UI and interaction specs, information architecture

Systems
Design patterns, UX standards, design systems, tokens, WCAG 2.2

Collaboration
Scrum, stakeholder management, presenting to leadership, workshops, handoff, A/B testing

Tools
Figma, FigJam, Miro, Maze, Hotjar, GA4, Azure DevOps, Notion

Engineering
Next.js, React, TypeScript, NestJS, PostgreSQL, Prisma, Tailwind, CI/CD, Claude Code

EDUCATION

Degree in Graphic Design
Instituto de Diseño de Caracas · 2001 to 2006

Master in UX/UI Design
Nuclio Digital School, Madrid · 2023

Google UX Design Certificate
Google · 2022

Master in Web Design
Centro de Diseño Digital, Caracas · 2006 to 2007

LANGUAGES

Spanish · native
English · working proficiency

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