

Eze Jaime

Senior Product Designer

Neuquén, Argentina · Remote

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Profile

Designer with 20+ years of experience across digital design, product, brand, and growth. I've worked with founding teams and established consumer businesses, led creative teams, and built products of my own.

My current work connects product strategy, UX/UI, design systems, and frontend implementation. I work closely with founders and engineers, using AI coding tools to prototype ideas and take designs into production. I also bring hands-on experience with Customer.io and Braze from years working on customer communications and lifecycle campaigns.

Experience

GitHits

Founding Designer · Contract · Remote

February 2026 - Present

Shaping product, brand, and go-to-market for GitHits, the code discovery infrastructure for software factories and agents.

- Led UX/UI across onboarding, agent setup, dashboards, and CLI/MCP workflows.
 - Built and evolved the design system, connecting Figma, tokens, reusable components, and Storybook with frontend implementation.
 - Contributed directly to frontend implementation using AI coding tools, carrying design decisions through to production.
 - Ran onboarding experiments and used PostHog funnels, heatmaps, and session recordings to understand acquisition and activation.
 - Developed the brand and communication system across the product, website, launches, demos, and content.
 - Rebuilt the marketing website in Astro, iterating on positioning, messaging, installation flows, SEO, and responsive behavior.
 - Partnered with founders and engineering on product strategy, priorities, and positioning.
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HighRewards

Founding Designer · Contract · Remote

November 2023 - February 2026

Led UX/UI and brand development for a rewards app in the regulated 21+ market.

- Worked across product experience, visual identity, marketing, and communications.
- Developed user growth strategies and creative work supporting launch and adoption.
- Used Customer.io for customer communications.
- Collaborated with cross-functional teams and mentored design interns.

Klover

Head of Design - B2C · Full-time · Remote

December 2021 - February 2025

Led design during Klover's brand transformation, applying the new identity across customer experiences and growth campaigns.

- Designed for web, lifecycle campaigns, in-app messaging, ASO, social media, and user-acquisition ads.
- Built scalable design systems, templates, and asset libraries to streamline production across teams.
- Worked with Braze on lifecycle communication and campaign design.

CreativeWay

Creative Lead / Founder

March 2009 - February 2024 · Buenos Aires, Argentina

Founded a digital studio specializing in design, branding, and digital experiences. Led multidisciplinary design and development teams, overseeing creative strategy, concepts, production, and client delivery.

Shopkick, a Trax Company

Remote · January 2010 - December 2021

Joined the founding team and progressed through three design roles as the company grew.

Art Director · July 2021 - December 2021

Led art direction and visual standards across departments, supervised campaigns and branding initiatives, and mentored junior designers.

Senior Visual Designer · April 2015 - July 2021

Designed B2C and B2B campaigns, brand assets, illustrations, and motion graphics. Helped evolve design standards and creative direction, and worked with Braze on lifecycle communications.

Visual Designer · January 2010 - April 2015

Supported design needs for the first app launch, creating app assets, branding, early marketing campaigns, illustrations, motion graphics, and promotional content.

Independent Products

Birrapps

Founder / Product & Growth

Created and launched a mobile app that simplifies homebrewing calculations, replacing spreadsheets and desktop tools with a mobile-first experience. Led product concept, UX/UI, product logic, development, and visual identity, supported by a website, tutorials, and promotional content.

Panoram

Co-founder / Product

Building a digital companion for natural destinations. Lead product direction, UX/UI, brand, and frontend implementation for experiences combining interactive 3D maps, geolocation, routes, points of interest, and offline-capable functionality.

Earlier Experience

Department one · Head of Design

March 2008 - February 2009 · Berlin, Germany

Led design for campaigns for McDonald's, Coca-Cola, Adidas, and Ferrero, including McDonald's Germany's loyalty program across web, mobile, and in-store materials.

MindBuilder Group LLC · Designer, Illustrator, Motion Grapher

March 2005 - November 2007 · Remote

Created e-learning visuals for clients including Pfizer, Sharp, and Tetra Pak, alongside game art, animated stories, and website design and development.

Borgonovo Publicidad S.A. · Graphic Designer

August 2004 - January 2005 · Rosario, Argentina

Ideas · Web Designer

February 2003 - October 2004 · Rosario, Argentina

News Paper & Print Shop "Tribuno" · Graphic Arts Trainee / Seasonal Job

January 1998 - December 2000 · Rosario del Tala, Argentina

Capabilities

Product strategy · UX/UI · Design systems · Prototyping · Frontend implementation · Brand development · Lifecycle design · Growth creative · Analytics & experimentation · Creative direction · Team mentorship

Tools

Figma · Storybook · Astro · HTML/CSS · Git/GitHub · AI coding tools · PostHog · Customer.io · Braze