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Juan Arreguín

Staff Product Designer and Founder

I design products. Now with AI I build them too. 15+ years in product design. I led design for Nubank's US launch, shipped Healthy Together's state benefits program in 12 weeks, and designed AR try-on for Topology Eyewear. Before that, MasterClass, Capital One, Xero and Getaround. Today I'm rebuilding my own app, Panols, with AI. It was back on the App Store in 16 weeks and has passed 260,000 downloads.

HIGHLIGHTS

01 **A launch across teams**
Led design for Nubank's US product. Every Nu market adopted the Home I built there as its core.

02 **Speed under real limits**
Maryland's farmers market benefits shipped in **12 weeks** against the 24 quoted, and reached **18 markets** in week one against a target of 10.

03 **Designer who builds**
Rebuilt Panols with AI, without an engineer, and relaunched it in **16 weeks**. **260,000+ downloads** since 2016.

04 **Systems that last**
One design system at Healthy Together became two more state programs with little more than a rebrand.

EXPERIENCE

Founder & Design Engineer — PANOLS

Dec 2016 – Current · Chicago, IL

My own photography app. It turns wide photos into posts you swipe through.

- Founded Panols in 2016 and built the first app with an iOS engineer. Apple promoted it in 2017.
- Rebuilt it in 2026 with AI, doing the design, the code, the testing and the releases myself. Back on the App Store in 16 weeks.
- Shipped 7 updates in the first 15 days. Recovering people's old libraries came first, then Apple Intelligence suggestions, Siri and Shortcuts.
- Kept everyone who already owned the app on full access, and replied to years of App Store reviews.
- Runs in 47 languages, with larger text, right-to-left layouts and reduced motion. About 1,700 automatic checks on the app.

Staff Product Designer — NUBANK

May 2025 – Apr 2026 · United States (remote)

Led design for Nubank's US launch, from a concept deck to a complete product. Nu launched it publicly on September 10, 2026.

- Chose a Home that stays the way people set it up over widgets that rearranged themselves. Testing in Brazil and the US showed people felt the app was taking things away. Every Nu market adopted that Home as its core.
- Brought the design leads for the account, credit card, card management and remittances, and the leads in Brazil, Mexico, Colombia and Nu Global, onto one shared model.
- Designed Next Best Action: one message at a time, ranked by urgency and impact, in place of scattered offers.
- Built shared components and marketing templates with the design system team, so every team could ship in parallel.
- Ran "Walk the Product" with the Chief Design Officer: live reviews where executives, product managers, designers and engineers agreed what to change, who owned it and when.

Senior Product Designer — GLUE

Nov 2024 – May 2025 · United States · contract

Designed AI workflow tools for enterprise teams.

Principal Product Designer, then Design Manager and Design Director — HEALTHY TOGETHER

May 2020 – Sep 2024 · Chicago, IL

Hands-on principal designer the whole time. Managed the design team from 2022.

- Led design for Maryland's farmers market benefits program in 2021, for residents, farmers and market managers on iOS, Android and web. We shipped everything the state asked for in 12 weeks against the 24 quoted.
- Reached 18 markets in the first week against a target of 10. In its first season the program had 41,617 participants and issued $999,780 in benefits.
- Designed for the market stall: a typed code when seniors struggled with QR, and sales that work with no signal.
- Set up the design system behind that speed. Oklahoma and Missouri later reused it with little more than a rebrand.
- Part of the team behind Healthy Together's pandemic response, which delivered more than 30 million diagnostic results and won an ATARC award in 2022.

Lead Product Designer — TOPOLOGY EYEWEAR

Oct 2018 – May 2020 · San Francisco, CA

Owned the full product for custom-fit eyewear, launched across the USA and Canada. Promoted from Product Designer in March 2019.

- Designed the virtual try-on, built on AR and 3D face scanning. Online sales rose 30%.
- Simplified the app after user research. Customer inquiries fell 40%.
- Launched an analytics platform and a marketplace for retailers. Retailer engagement rose 40%.
- Led the rebrand and the design system. User satisfaction rose 60%.

Product Designer — MASTERCLASS

Jul 2018 – Sep 2018 · San Francisco, CA · contract

- Redesigned the video player (playback speed, subchapters, workbooks). Session time rose 35%.
- Designed the "Red Carpet" onboarding that recommends classes to each new member. Retention rose 25%, and people explored 40% more categories.
- Helped launch MasterClass's first design system, which cut design-to-development time in half.

Independent Product Designer — LŪCEŌ CREATIVE

2016 – 2018 and 2024 – 2025

My freelance practice between full-time roles. Clients included Nokia and eBay (through Junior), Peet's Coffee, Insightly, Granular, Staffjoy, SimplySent and Stacklist.

EARLIER

Digital Design Manager

Capital One · May 2015 – Mar 2016

Game-like banking experiences, from research to native 2D and 3D prototypes.

Product Designer

Xero · Jul 2013 – May 2015

Online accounting: taxes, filings and US payroll.

Lead Product Designer, web

Getaround · Jul 2012 – Jul 2013

The responsive web app, from concept through coded prototypes to production.

UI Designer and Developer

VMware (Socialcast) · Apr 2012 – Jul 2012

Interface design and front-end code.

EDUCATION

Bachelor of Fine Arts in Design
The American Academy of Art, Chicago, IL

Swift for Designers
CodePath

SKILLS

Product strategy, Interaction design, Visual design, Design systems, Prototyping, User research, Usability testing, Accessibility, iOS and web

TOOLS

Figma, Codex, Claude, Cursor, Xcode, SwiftUI, TestFlight, GitHub, HTML and CSS

English and Spanish