

Vanessa Nicole Ortiz

AI and agentic experiences across SaaS, growth, and e-commerce

Los Angeles, CA · Open to remote or hybrid · (561) 313-1491 · vortiz.ux@gmail.com · vanessanicoleortiz.com

// SUMMARY

Product design lead with 10 years of experience across growth, e-commerce, and SaaS. I design AI products that get people to value fast and earn their trust in what the agent does. At HubSpot, I led design for agentic experiences that took small businesses from sign-up to activation and upgrade, and set agent patterns adopted across product teams. I think in systems and hold a high bar for craft: I design the patterns and components teams build on, down to the interaction and visual details. I build with AI every day, prototyping in Claude Code and writing skills engineers use.

// AI PRACTICE

- **Designing for agents:** when an agent acts, drafts, or hands off; human review and correction; conversational intake; completion and handoff states; quality checks for LLM output.
- **Building with AI:** wrote engineering skills for components on agentic tasks, a UX-copy skill adopted beyond my team, and a multi-agent workflow I run on my own design process.
- **Prototyping in code:** Claude Code prototypes used in design reviews in place of static mocks.
- **Tools:** Claude, Claude Code, ChatGPT, Figma Make, Lovable, GitHub | Figma, FigJam, Sketch | Amplitude, Looker, Loom

// EXPERIENCE

HubSpot Senior Product Designer REMOTE

SEPT 2022 - OCT 2026

Design lead, agentic experiences and activation (2026)

- ▶ Led design for three agentic onboarding rollouts: the free plan, where 8+ UX refinements contributed to +13% first-goal achievement and +13% conversion to paid versus control, and two paid plans (35.2% completion on the Starter plan).
- ▶ Lifted agentic completion from 15% to 25% by asking for the customer's goal before requesting data access; quick prompts cut the intended flow from about 13 to 4 minutes.
- ▶ Led design for 8 agentic tasks across HubSpot's marketing and revenue products with two product and engineering teams on one deadline; the work was featured in the keynote at HubSpot's annual product launch conference.
- ▶ Set the agent patterns HubSpot product teams adopted: eligibility rules for when an agent acts, drafts, or hands off, plus a completion-state standard and the engineering skill that implements it.
- ▶ As sole design lead, set the direction and delivered final designs for moving agentic onboarding into HubSpot's AI assistant, using Claude Code prototypes to settle five key decisions.
- ▶ Reframed skip as a warm handoff, not an exit: removing data sync and invites from the skip path cut paid conversion 22% and invites 50%, so I kept both one step away.
- ▶ Converted manual setup tasks in the Start Guide, HubSpot's onboarding checklist, into agentic experiences and made it the standard next step (about 24% click-through); engagement rose 35% on free plans and 46% on the paid Starter plan.

Design lead, Growth: pricing and monetization (2022–2025)

- ▶ Co-created the pricing page vision with Product and Sales through roundtables, evaluative research, and prototypes.
- ▶ Designed a new seats configuration experience that lifted e-commerce conversion to paid 19%.
- ▶ Designed and tested bundle card placement on the pricing page; the winning variant raised the paid conversion rate 10% and drove a 68% shift toward the full-platform bundle.
- ▶ Ran the public pricing-tab experiment: Buy Now clicks rose 35% and e-commerce revenue per view rose 9.8%, but free signups fell 3%, so we paired plan transparency with plan recommendations.
- ▶ Redesigned the in-app upgrade path to the paid Starter plan as one targeted page; productized after lifting paid conversion 8.6% and Starter purchases 41.3% among small teams.
- ▶ Design system ambassador: documented pricing patterns, states, accessibility, and localization guidance for engineering.

Designlab Design Mentor (freelance)

REMOTE

DEC 2019 – DEC 2025

- ▶ Mentored 150+ aspiring UX and UI designers (25–30 a year) through weekly 1:1s on their work and goals, with written feedback on every project within 24 hours.

Rite Aid Lead UX Designer

REMOTE

MAY 2020 – SEPT 2022

- ▶ Led UX for the Discovery and Growth teams through Rite Aid's digital refresh: product page conversion rose 23.4%, beauty category click-through rose 51%, and Newsweek ranked RiteAid.com #4 for Care & Cosmetics in its Best Online Shops 2021.
- ▶ Managed 2 full-time designers and directed an offshore Infosys team (2 designers, 1 researcher) with its manager: set priorities, ran critique, and supported their growth.
- ▶ Owned the design system that engineering used across web and app.
- ▶ Managed external agency partners to keep campaigns on brand.

Bass Pro Shops / Cabela's UX Designer

REMOTE

JUNE 2018 – MAY 2020

- ▶ Redesigned the product detail page through the Bass Pro Shops and Cabela's merger, lifting conversion 8.1% and cutting bounce rate 28.7%.
- ▶ Led usability testing and research that shaped design decisions.
- ▶ Built and maintained a shared design system across platforms.

Epic Web Results UX/UI Designer

DENVER, CO

MAY 2016 – JUNE 2018

- ▶ Took responsive web projects from client consultation to launch, including prototypes and usability testing.

// SKILLS

Agentic UX / human-in-the-loop design / conversational UX / 0-to-1 and end-to-end product design / experimentation and A/B testing / user research / systems thinking / interaction and visual design craft / design systems / UX writing / prototyping in code / design leadership and mentoring

// EDUCATION

Savannah College of Art and Design

BFA, CUM LAUDE

Bilingual: English and Spanish