

Tino Garcia

PRODUCT DESIGN LEAD

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PROFESSIONAL SUMMARY

Lead Product Designer with 13+ years of experience leading end-to-end User Experience (UX) and native mobile product design across high-scale platforms. Proven track record simplifying complex, multi-step customer journeys on iOS and Android into intuitive, habit-forming digital experiences. Skilled in driving daily and weekly active usage, architecting accessible Design System foundations, and grounding decisions in qualitative and quantitative user research. Experienced cross-functional partner who collaborates closely with Product Managers, Content Designers, and engineers to translate nuanced information into trustworthy, member-centric products.

SKILLS & EXPERTISE

Product & Mobile Design: End-to-End Product Design, User Experience (UX), Native Mobile App Design (iOS and Android), Mobile-First Architecture, Information Architecture, Behavior Change Frameworks, Rapid Prototyping, Systems Thinking, Inclusive Design, Accessibility Standards (WCAG)

Research & Product Strategy: Qualitative User Research, Usability Testing, A/B Testing, Experimentation Frameworks, Amplitude, Mixpanel, Optimizely, Hotjar, Journey Mapping, Cross-Functional Alignment Workshops

Design Systems & Tooling: Design System Architecture, Figma, ProtoPie, Framer, Storybook, Miro, Claude, ChatGPT

PROFESSIONAL EXPERIENCE

Prodege · El Segundo, CA

January 2021 – September 2025

Senior Product Designer

Consumer rewards and engagement platform serving over 150 Million registered members.

- Confronted severe first-session drop-off across a multi-step registration flow by re-architecting the onboarding journey into a progressive, motivation-driven experience, reducing cognitive load and driving a 20% increase in completion.
- Diagnosed critical friction points in high-frequency task funnels through remote usability testing and session recordings, validating animated interaction models in ProtoPie and Figma to lift first-week member retention by 18%.
- Partnered with Product Managers and data analysts in Amplitude and Optimizely to establish behavioral activation triggers, iterating on contextual messaging to drive recurring weekly engagement and lift member lifetime value.
- Unified fragmented multi-touchpoint customer journeys across native iOS, Android, and web by authoring standardized mobile interaction patterns and accessibility guidelines that made disparate features feel like a single ecosystem.
- Accelerated cross-functional engineering velocity by scaling the central Design System in Figma and Storybook, publishing accessible, production-ready components and comprehensive interaction specifications.

- Integrated generative AI tools (Claude and ChatGPT) into product discovery workflows, accelerating multi-variant interaction explorations and systematic edge-case mapping.

Career Break, Health and Well-Being · Los Angeles, CA

June 2019 – December 2020

Independent Sabbatical

Completed focused research and professional development centered on scalable Design System governance, cross-platform mobile patterns, accessible digital frameworks, and design paradigms supporting user well-being.

ABS-CBN International · Daly City, CA

September 2014 – June 2019

Director of User Experience

Global media ecosystem serving a multi-screen user base of 10 Million members.

- Led the end-to-end digital transformation of a legacy desktop platform into a cohesive multi-screen ecosystem spanning native mobile, tablet, and Connected TV, designing intuitive navigation that simplified massive content catalogs.
- Founded and scaled the organization's centralized User Experience (UX) practice, creating foundational Design System libraries and governance protocols that streamlined engineering delivery across international products within 12 months.
- Resolved complex discovery bottlenecks by running cross-functional alignment workshops with executive leadership and engineering, grounding high-stakes navigation overhauls in qualitative user research and analytics.
- Mentored product designers in mobile interaction design, information architecture, and inclusive design standards to ensure high visual and functional craft across all distributed teams.

BODi (formerly Beachbody) · Santa Monica, CA

December 2010 – September 2014

Art Director, Digital Design

Health, fitness, and wellness platform serving over 20 Million members.

- Addressed steep drop-off across multi-step digital subscription and purchase funnels by designing modular UI components, delivering a 12% conversion lift over 3 months.
- Validated low- and high-fidelity prototypes through iterative usability testing, eliminating friction in user onboarding and driving a 15% increase in core landing page engagement.
- Partnered with marketing, analytics, and engineering to optimize wellness acquisition pathways using A/B testing and responsive interface standards, driving an 8% lift in conversion within 6 months.

EDUCATION & CERTIFICATIONS

Bachelor of Science in Visual Communication · Westwood College

Associate of Science in Graphic Design · Westwood College

Certifications: AI for UX Designers (ELVTR), Using Generative AI to Design and Prototype (Maven), AI for Designers (Interaction Design Foundation), Agile Development Specialization (University of Virginia)

INDUSTRY LEADERSHIP & ACTIVITIES

Guest Speaker: Tinder HQ (July Design Talks), presented on the paradigm shift from designing for short-term delight to designing for sustained user well-being.

Portfolio Reviewer & Speed Interviewer: California State University, Northridge (Art & Design Department), coaching emerging designers on craft, systems thinking, and presentation.

Active Member: Los Angeles Design & Development Group, Los Angeles Product Design Group, Interaction Design Foundation (IxDF) Los Angeles.