

JUAN FRANCISCO ARBOCCO

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PRINCIPAL PRODUCT DESIGNER

Principal Product Designer with 12 years of experience crafting impactful products for B2B and B2C markets. Skilled in leading design teams, creating end-to-end UX/UI solutions, and aligning user needs with strategic business objectives.

AREAS OF EXPERTISE

- Product Vision and UX Strategy
- User-Centered Design
- Web, iOS & Android Design
- User Journey Optimization
- Design Leadership & Collaboration
- Scalable Design Systems
- Product Strategy Research
- Complex Product Architecture
- End-to-end Design

EXPERIENCE

DATA.AI (F.K.A. APP ANNIE)

data.ai is a leading mobile analytics platform that combines AI with consumer and market data to help Fortune 500 companies worldwide optimize app performance and digital strategies.

Principal Product Designer | March 2022 – March 2024

- **Strategic Design:** Collaborated with C-level leaders to drive initiatives like LLM-based insights, new AI-driven products, new data integrations, and vision projects aimed at shaping the future direction of our core product roadmap.
- **Product Development:** Partnered with cross-functional teams and external partners to introduce new product verticals, with some major releases driving \$4.5M+ ARR.
- **Design Leadership:** Led a team of 3 designers on major projects to enhance flagship reports, driving a 14% increase in MAU across 13 business sectors.
- **User Journey Optimization:** Developed onboarding experiences in partnership with Marketing and Sales leadership, creating tailored walkthroughs and tutorials with use case-specific flows across 75 product pages to drive adoption.

Senior Product Designer | August 2019 – April 2022

- **Foundational Systems:** Designed new web platform systems that unlocked \$20M+ in gaming revenue and improved renewal rates by 9% YoY.

- **Data-Driven Design:** Built scalable, modular prototypes leveraging user insights and A/B testing to improve engagement and adoption.

PODOMATIC

Podomatic hosts over 700k podcasters, offering tools to create, publish, and distribute content. Its intuitive interface supports podcast recording, analytics, and social media integration.

Design Director | May 2016 – August 2019

- **Product Roadmapping:** Partnered with the CEO to build product strategy, driving a 27% increase in paid user engagement.
- **Design Systems:** Developed and integrated a cohesive UI/UX framework to standardize the platform's design, ensuring consistency across all product platforms and marketing channels.
- **UX Research:** Conducted research to optimize publisher's user onboarding and simplify the product experience, boosting MAU retention by 7-10%.
- **Cross-Platform Launches:** Oversaw the release of four mobile and web apps, ensuring cross-functional alignment.

LIFETIME MEMORI INC. & MAXTHON (PARENT COMPANY)

Lifetime Memori developed Trunx, a 2013-launched cloud app that offered seamless photo storage and organization, focusing on simplifying digital memory management. Mathxon is the 3rd largest web browser in China, focused on privacy and a strong suite of productivity features.

Lead Product Designer | October 2013 – July 2015

- **UX Optimization with Global Reach:** Reimagined Maxthon's portal for 670M+ global users, improving CTA interactions by 13% and optimized for SEO and workflows in 15+ regions..
- **Mobile App Design:** Led the design and branding for the two cloud-based photo apps for iOS, Android, and Apple Watch.

EDUCATION

Brunel University, London UK - Industrial Design Programme

San Francisco State University, SF CA- Bachelor of Science in Industrial Design

LANGUAGES

English & Spanish.

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