

Joel Gutiérrez

Product Design Manager

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With over 12 years of experience designing SaaS and AI-driven products for global teams, I work closely with product and engineering to create experiences that support product decisions and business goals.

Recently, I led the design of an AI-powered marketing content product for global audiences, with a focus on speed, consistency, and quality.

EXPERIENCE

Marketfully Product Design Manager

Aug 2025 - Aug 2026

Contribute to product definition and prioritization alongside product and engineering, sharing ownership of objectives aligned with company goals. Lead the design team and the end-to-end design process, and guide exploratory work on AI-based solutions in collaboration with AI engineers.

GetGloby Principal Product Designer

Apr 2022 - Jul 2025

Led the evolution of *GetGloby's platform* from MVP to a scalable SaaS product. Built and led the design function, working directly with the founders and contributing to product strategy, cross-functional coordination, and design during the company's acquisition by *Marketfully*.

Dickey's Barbecue Senior Product Designer

May 2021 - Dec 2021

Led design for web and mobile products across *Dickey's brands*, partnering with cross-functional teams to elevate the customer experience and drive ecommerce adoption.

Centric Digital Senior Product Designer

Apr 2014 - Apr 2021

Joined *Centric Digital* in a junior role and progressed into a *Senior Product Designer*, contributing to enterprise and startup projects. Delivered web and mobile products for clients such as *AIG*, *Kaiser Permanente*, and *Humana*, and led branding initiatives including the *Dummies* brand.

gutierrezjoel.com

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BRANDS

Marketfully
AIG
Kaiser Permanente
Humana
Victoria's Secret
Dickey's Barbecue

SKILLS

Product Design
Design Systems
Product Strategy
UX Design
User Research
Team Leadership
AI Products
Branding

LANGUAGES

English (C1)
Spanish (Native)

EDUCATION

Graphic Design
Universidad Nacional de Cuyo
2008 - 2013