

YULS WALTERS

PRODUCT DESIGNER

yulswalters.com
♥ yuls09@gmail.com
+49 173 2485 130



ABOUT ME

¡Hola! I'm Yuls, a Senior Product Designer from Costa Rica, now based in Hamburg, Germany. I love creating delightful and engaging experiences for people.

With over 12 years of experience in the tech SaaS industry, I've worked across various fields, from healthcare to human resources. I enjoy collaborating with others and learning from every experience. I've led teams and believe being a team player is essential. I'm curious and passionate, thriving on solving large-scale problems and simplifying interactions to build strong user relationships.

When I'm not designing, you'll find me doing yoga, trying new foods, talking to my plants, and singing and dancing like nobody's watching!

EXPERIENCE



PERSONIO SENIOR PRODUCT DESIGNER

2022 - 2024. Remote - HQ. Munich, Germany.

Principal Product Designer @ Time Tracking Management Product
I started as the only Senior Product Designer to develop the Time-Tracking Product. As it expanded quickly and our team grew, I was able to mentor other designers. My primary responsibility was to incorporate systems that could coexist in our HR ecosystem by applying logical decompositions that help simplify the complexity of time-tracking management and its many configurations, regulations, laws, and needs in different industries and countries.



JIMDO SENIOR PRODUCT DESIGNER

2020 - 2022. Remote - HQ. Hamburg, Germany.

Principal Product Designer @ E-commerce Product
The E-commerce product was one of the youngest in the Jimdo Workspace. Therefore, my goal as the Principal Product Designer was to identify needs and product gaps in our users' journeys, with the help of our data analysts and user researchers, to improve and develop new features to unleash the power of small stores and help them thrive and reach our Product-Market Fit.

JIMDO PRODUCT MANAGER – INTERIM

2021 (Feb - Aug). Remote - HQ. Hamburg, Germany.

Product Manager Interim @ E-commerce Product
As a person who is not afraid of taking on new challenges, I was asked to cover the Product Manager role temporarily at the same time I was keeping my responsibilities as the Principal Designer in the team. So far, as a Product Manager, I defined new goals and KPIs for the product, as well as new strategies to set the baseline to measure our Customer Satisfaction and Adoption to be able to reach our Product-Market Fit.



AZULO STRATEGIC ADVISOR

2020 - 2021. Remote.

Part of my responsibilities as a Strategic Advisor included analyzing the business design practices and goals, making suggestions for improvements in the company's direction, mentoring and coaching members of the design team, sharpening the investment strategy and the business idea pitch, and facilitating workshops to increase collaboration and good practices within the team.



CARAMBOLA DESIGN CO-FOUNDER & PARTNER

2018 - 2021. Remote.

I co-founded a consultancy firm with one of my best friends and business partners. Our mission was to help entrepreneurs scale their product strategies and better connect with their customers.



WUNDER MOBILITY SENIOR PRODUCT DESIGNER

2019 - 2020. Hamburg, Germany.

Principal Product Designer @ The Carpooling App
As a Senior Product Designer, I am responsible to ideate, develop, and validate concepts, conduct user research and needs analyses, and developing the information architecture for the Carpool App, provided as a service to companies with more than 500 employees like Luftansa. Additionally, I provide mentoring and training to Junior UX Designers as and when required.



JUNG VON MATT/TECH SENIOR USER EXPERIENCE DESIGNER

2019. Hamburg, Germany.

As a Senior User Experience Designer, I worked on projects for clients like Hyundai, The Supreme Committee for Delivery & Legacy, and BMW. My main responsibilities include development of initial ideas and approaches as well as the creation of basic and detailed concepts, supporting the developing team of a global platform strategy for Hyundai, Developing ideas for UX updates and improving the user experience at bmw.com, supporting project planning and organizing work packages for the Supreme Committee for Delivery & Legacy.



VERITAS UNIVERSITY WEB EXPERIENCE DESIGN TEACHER

2016 - 2017. San José, Costa Rica.

As a Teacher, I was responsible to taught and contributed to the development of the students, introducing them design thinking and user-centered design tools to conduct researches and to validate digital product concepts.



HULI HEAD OF DESIGN - FIRST DESIGNER

2013 - 2019. San José, Costa Rica.

I built and managed a team of six designers, and I worked very closely with our company's CEO, to understand the market and make sure all our design and product decisions were aligned with our business goals and satisfied user's needs. All this executed within budget, technology constraints, and time estimates.

SKILLS

DESIGN

Strategy
Problem-Solving
Design Thinking
Context-based Design

PRODUCT

User Rresearch
Data Informed
Prototyping
Agile

TOOLS

Figma
FigJam
Maze
G-Workspace

COLLABORATION

Communication
Facilitation
Feedback
Leadership

EDUCATION

UNIVERSIDAD DE ALCALÁ

Class of 2021

Master's Degree. Innovation Economics, Management and Technology.

BRAINSTATION

Class of 2015

Introduction to Web Development.

TECNOLÓGICO DE COSTA RICA

Class of 2013

BS in Industrial Design Engineering.

HOCHSCHULE FÜR GESTALTUNG SCHWÄBISCH GMÜND

Winter Semester 2012 – Baden-Württemberg Scholarship

Interaction Design.

COURSES AND TRAININGS

NIELSEN NORMAN GROUP

2023

Application Design for Web and Desktop.

MODUS INSTITUTE

2021

Personal Kanban.

UDEMY

2021

New Manager: The Basics and More of Being a Great Leader.

UNIVERSITY OF PENNSYLVANIA

2020

Building High-Performing Teams.

IBM

2020

Enterprise Design Thinking Co-Creator.